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The Role of Purchase Intention, Content Quality with Artificial Intelligence (AI) and Brand Awareness in Increasing Tokopedia's Market Share

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Abstract

Rapid advancements in digital technology have fundamentally transformed customer behavior, particularly within the e-commerce industry. Tokopedia remains one of the major online marketplaces in Indonesia; however, its market share has experienced pressure due to increasing competition from platforms such as Shopee and TikTok Shop. In response to this dynamic landscape, this study aims to analyze how Content Quality enriched with artificial intelligence (AI) elements influences Tokopedia's market share, with a specific focus on three key determinants: purchase intention, content quality, and brand awareness. A quantitative research approach was employed through an online survey distributed to active Tokopedia users. A structured questionnaire was administered to 100 respondents residing in Jakarta, and the collected data were analyzed using IBM SPSS Statistics 23. The findings reveal that all three independent variables exert a positive and significant effect on Tokopedia's market share. These results highlight the strategic importance of AI-driven features—such as personalized recommendations, automated content optimization, and user-adaptive interfaces—in strengthening customer engagement. Enhanced content quality supported by AI not only improves user experience but also contributes to the development of stronger brand awareness, which subsequently drives higher purchase intentions. Overall, the study underscores the necessity for Tokopedia to continuously refine its AI-based content strategies to remain competitive in the rapidly evolving digital marketplace. Strengthening AI integration is expected to help Tokopedia maintain relevance, elevate customer satisfaction, and secure a more sustainable market position amid increasingly aggressive competition.

Keywords: Purchase Intention, Content Quality with AI, Brand Awareness, Tokopedia, Market Share

1. Introduction

Artificial Intelligence (AI) has rapidly evolved into a transformative force capable of redefining how businesses operate, interact with customers, and deliver value. In the global retail landscape, AI adoption has fundamentally reshaped online shopping ecosystems, enabling companies to automate complex processes, predict consumer preferences, and personalize user experiences with unprecedented accuracy (Dai et al., 2024). Retailers increasingly rely on AI-driven tools to streamline product recommendations, enhance customer service responsiveness, and optimize product evaluation systems, all of which contribute to smoother and more intuitive shopping journeys (Fu et al., 2023). As digital shopping becomes more embedded in daily life, especially among younger, tech-savvy consumers, the influence of AI in shaping purchasing decisions continues to grow stronger.

The decision-making process of online shoppers is no longer linear; it has become multidimensional and highly adaptive. Consumers—particularly millennials and Gen Z—navigate multiple platforms simultaneously, seeking novelty, instant gratification, and personalized inspiration throughout their purchasing journey (Hall et al., 2017). This behavioral shift underscores the importance of AI-powered systems that can analyze large-scale behavioral data, learn from user interactions, and deliver real-time recommendations that align with individual needs. In this context, AI is not merely a technological enhancement but a strategic necessity for e-commerce platforms to remain relevant and competitive in a saturated digital market. The integration of AI in customer service, such as through hybrid systems that combine human expertise with intelligent automation, also illustrates how technology can elevate productivity while maintaining a human-centered approach.

In parallel, rapid technological developments have prompted organizations across industries to adopt digital innovations that boost efficiency and support long-term business sustainability (Kitsios & Kamariotou, 2021). Many leading companies are embracing these technologies to achieve superior performance, high productivity, and stronger competitive positions (Jo & Park, 2024). AI, as a foundational pillar of Industry 4.0, enables machines to learn autonomously, adapt to changing environments, and perform tasks that traditionally require human intelligence (Ruangkanjanases et al., 2024). Enhanced AI capabilities improve information processing speed, support employee learning, and facilitate knowledge application in daily operational tasks (Rodgers et al., 2023). This highlights the shift from technology as a supporting tool to technology as a strategic partner in organizational development.

The implications of AI adoption extend beyond operational improvements; they raise critical discussions regarding the future role of human labor in value-creation activities. Scholars continue to debate whether AI will complement human capabilities or replace them in specific business functions (Sivaraman et al., 2024). Recent literature positions AI as one of the most significant frontiers in digital innovation, shaping research agendas and industrial practices worldwide (Mariani et al., 2023). In e-commerce settings, AI technologies such as chatbots, natural language processing, and generative AI enhance customer engagement by understanding user needs and guiding them through the purchasing process. These technologies help retailers reduce operational costs while improving conversion rates and overall efficiency (Liang & Feng, 2019). Consequently, the integration of AI in digital marketplaces has become a key determinant of organizational competitiveness and market performance.

Taken together, these advancements illustrate the growing importance of AI as both a technological enabler and a strategic driver of business innovation. As competition in e-commerce intensifies and consumer expectations continue to rise, platforms must leverage AI not only to optimize internal operations but also to deliver hyper-personalized, seamless, and meaningful shopping experiences. This shifting landscape underscores the need for empirical research exploring how AI-driven content quality, brand awareness, and purchase intention shape market share particularly within dominant platforms such as Tokopedia, which plays a central role in Indonesia's digital economy.

Technological development has changed shopping patterns around the world, these patterns have changed due to massive and force majeure technological developments such as covid19. One of the countries that has been affected quite heavily in changing shopping patterns is Indonesia, according to data, 90% of Indonesians transact online on digital platforms, one of the well-known digital platforms is Tokopedia.

Tokopedia is one of the largest e-marketplace platforms in Indonesia that provides several convenience and privacy features to its users. But overtime, business competition in digitalis getting tighter, such as shopee, which has resulted in a decrease in market share from year to year. This is evidence that tokopedia has decreased market share compared to shopee. To overcome this, Tokopedia develop sits AI to increase user satisfaction and has the potential to add new users to its application and increase their market share in Indonesia.

The AI used by tokopedia functions to improve the quality of application performance, chatbots to make it easier for users to connect with sellers and accurate AI tracking to find out the state of the goods being purchased, AI can also improve content quality, purchase intention, and provide brand awareness in the form of initial display ads that usually appear when we first open the tokopedia application or when we are on the tokopedia homepage. The objective of this research is to identify whether the increase market share of Tokopedia is influenced by purchase intention, content quality and brand awareness.

Purchase intention is defined as the probability that a consumer will purchase a product or service in the future (Liang et al., 2020). This intention is an essential measure of consumer behaviour, reflecting not only their interest in the product but also their willingness to make an actual purchase Liang et al., 2020). Consumer purchase decisions are influenced by a variety of factors across different product categories.

Purchase intention is a vital factor for marketing managers in predicting future sales and influencing consumer purchasing behavior as cited in (Phenina et al., 2022), define purchase intention as the inclination of consumers to buy a brand based on the alignment between their purchase motives and the attributes or characteristics of the brand under consideration. The decision to purchase travel products online is analyzed along with factors such as customer attitude, website design quality, customer satisfaction and trust as key decision factors for purchase intention(Wen, 2009).

Moreover, (Hwang et al., 2019) suggest that digital marketing strategies, including AI-based product personalisation and recommendation, can improve purchase intention by creating amore engaging, personalised

shopping experience. These strategies increase the perceived usefulness of the recommended products, thereby strengthening purchase intention.

The rapid rise of live streaming e-commerce has completely changed the retail landscape, providing consumers with an interactive and immersive shopping experience. As consumers increasingly seek authenticity and engagement in their purchasing journeys, platforms are citing artificial intelligence (AI) technology to enhance these experiences. Artificial intelligence has become a key element in shaping consumer behavior and influencing purchasing decisions, so a deeper understanding of its application in this dynamic environment is necessary. Through a review of the literature, it was found that there are currently not many articles that analyze the factors that influence artificial intelligence on consumers' purchase intention on live broadcast e-commerce platforms. They mainly studied the following directions: examined electronic service quality on live streaming platforms from the perspective of fast relationships, emphasizing the importance of customer participation in driving purchase intention (Zhang et al., 2020).

Brand awareness is a marketing term that refers to the extent how much a consumer recognizes a product by its name. Building brand awareness is a vital step towards promoting a new product or reviving an older brand. Generally, brand awareness creates a set of qualities that distinguish the product from its competition. According to (Koay et al., 2021), establishing brand awareness is commonly regarded as a fundamental factor for the survival of businesses. This is achieved through active engagement on social media brand pages, which involves the dissemination of information and communication with both new and existing customers. The primary objective of these efforts is to cultivate brand awareness plus enhance brand image, in the end leading to increased sales of the products offered.

Researchers (Saima, 2020), asserted that a positive brand experience will lead to a stronger consumer base. Therefore, it can be said that a product that has more brand awareness is known to generate more sales. Depth means the process of making it easy for a consumer to recall a brand of a product, while width indicates a situation where, at the time of purchase, the brand name of a product comes to the consumer's mind immediately (Chi et al., 2000).

When the depth and width of the brand of the product work at the same time in the minds of consumers, consumers will choose to purchase the product. This shows that the product has high brand awareness and that it will generate a higher rate of sales. Hence, brand awareness is identified to have a strong influence on product selection and can act as a basis of consideration when purchasing a product (Hasan & Sohail, 2020).

Moreover, there is a positive correlation between purchase intention toward consumer willingness to acquire a product. Purchase intentions can serve as a significant indicator for forecasting consumer behavior. A positive commitment is when the customers have the intention to purchase which encourages consumers to make the real purchase. Hence, it is known that a high level of brand awareness can develop a customer's purchase intention. (Hasan & Sohail, 2020), mentioned that brand awareness variables on consumer's purchase intention showed a positive and significant effect.

In academic research, content quality is defined as individual's perception regarding completeness, accuracy, timeliness and relevance of information related with brand on social media page of the brand (Carlson et al., 2018). Academic research suggests that high quality information on social media allow users to get a better understanding about brand offerings, get support from other users and become able to make better decisions (Watts & Zhang, 2008). High quality information helps users to get information related with a particular product or service, and receive suggestion on a specific subject (Barreda et al., 2015). According to (Jang et al., 2008), social media offers updated, reliable, rich, credible and quick information to consumers. Research also suggests that the quality of information presented on website significantly affects brand perception as reliable (Martins et al., 2019) which eventually increase intention to purchase brand. Consumers get relevant information about brand offerings and if their needs match with required information, it is likely they will purchase the brand (Martins et al., 2019).

The marketing literature generally views market share as an indicator of the success of a firm's efforts to compete in a product-marketplace (Rajan, 2020). From this perspective, market share is an outcome of a firm's marketing efforts including its advertising and promotion, product/service offering quality and price, channel and customer relationships, and selling activities (Farris et al., 2010). All of these are evaluated relative to those of other suppliers by customers (channel members and end users) when they consider and select offerings, which is what conceptually distinguishes a firm's market share (how the firm's sales compare with those of the total market) from its sales revenue (the number of units sold \times price). Importantly, this means that (unlike sales revenue) market share is not a component variable in any indicators of firm economic

86(4) performance,¹ so there is no synthetic (or “hard-wired”) market share–firm economic performance relationship. Historically, the empirical literature provided conflicting and equivocal answers concerning the “main effect” relationship between firms’ market share and their economic performance (Buzzel et al., 1975). However, the recent (Alexander & Himme, 2018) meta-analysis using more sophisticated methodological approaches has provided new insight on this question, showing a generally positive effect of market share on firm economic performance. We corroborate this in our data and focus our hypothesizing on why this relationship exists and how this “why” understanding may help explain and predict differences in the strength of the relationship across firms and industries.

Market share is a prominent statistic for health firms since companies with bigger shares often have more control over price and offline customers (Gupta et al., 2020). Not only does sales volume represent customer preferences, but brand familiarity, perceived content quality, and purchase intent all influence market share. Tokopedia, according to (Gunawan, 2021) transcends the market places of Indonesian SMEs by providing a digital ecosystem that helps them grow through innovative features and services like digital marketing campaigns, shipping, and payment systems.

In summary, the interplay between brand awareness, content quality, purchase intention, and market share demonstrates a complex yet mutually reinforcing relationship within the digital marketplace. Strong brand awareness provides the cognitive foundation that enables consumers to recognize, recall, and differentiate Tokopedia from competing platforms. Simultaneously, high-quality content serves as the communicative vehicle through which value propositions, product information, and platform credibility are conveyed. When these two elements operate synergistically, they stimulate higher levels of purchase intention, as consumers perceive the brand to be trustworthy and the presented information to be reliable, relevant, and aligned with their needs. Elevated purchase intention, in turn, functions as a behavioral predictor that directly contributes to increased transaction frequency, higher consumer retention, and ultimately, greater market share.

Moreover, in the context of Indonesia’s rapidly evolving e-commerce landscape—where users are continuously exposed to persuasive formats such as short video commerce, algorithm-driven feeds, and AI-powered personalization—the importance of brand awareness and content quality becomes even more pronounced. Competing platforms like Shopee and TikTok Shop aggressively leverage these features, making it crucial for Tokopedia to optimize its digital engagement strategies. A company that successfully strengthens both its brand presence and the perceived value of its content can build deeper emotional connections with consumers, reduce perceived risks associated with online shopping, and foster long-term loyalty. As consumer expectations evolve toward faster, more personalized, and more seamless digital experiences, the strategic integration of AI-driven enhancements into content quality becomes a central determinant of platform competitiveness.

Therefore, the cumulative evidence suggests that brand awareness and content quality are not merely independent drivers but are foundational components that shape consumer attitudes and behaviors across the entire purchasing journey. Together, they create a reinforcing cycle where brand familiarity increases receptiveness to high-quality content, while impactful content further strengthens brand recognition and trust. This cycle intensifies purchase intention, which then translates into a measurable and sustainable expansion of market share. Hence, understanding the dynamic interaction of these variables is essential for Tokopedia’s strategic positioning, especially as the company strives to maintain relevance and leadership within Indonesia’s increasingly competitive digital economy.

2. Research Methods

The data for this study were collected using an online questionnaire distributed through Google Forms, employing a structured questioning format to capture respondents’ perceptions accurately. This research adopts a quantitative methodology with an applied research orientation, aiming to examine the extent to which Tokopedia’s AI-based features contribute to facilitating users’ shopping activities. The sample consists of 100 Tokopedia users residing in Jakarta, selected through convenience sampling due to accessibility and relevance to the research topic. Although convenience sampling has limitations in generalizability, it is commonly applied in preliminary or exploratory studies where timely access to the target population is crucial. The questionnaire was designed to measure four core variables of the study: Purchase Intention, Content Quality, Brand Awareness, and Market Share. Respondents were required to indicate their agreement using a five-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5).

Data collection procedures ensured that responses were obtained ethically and voluntarily. Prior to completing the questionnaire, participants were informed of the purpose of the research, confidentiality of responses, and their right to withdraw at any time. The minimum sample size of 100 respondents was considered adequate to

generate stable findings for regression-based analysis, especially given the study's aim to analyze the predictive relationships between multiple independent variables and a single dependent variable. Additionally, the online distribution method ensured efficient data gathering, reduced geographical constraints, and minimized administrative biases often found in face-to-face surveys.

To analyze the collected data, several statistical procedures were performed using IBM SPSS Statistics 23. First, descriptive statistical analysis was conducted to summarize respondent characteristics such as gender, age, frequency of online transactions, and frequency of Tokopedia usage. Measures including frequency distribution, mean, and standard deviation were used to provide an overview of the demographic and behavioral patterns of the sample. Second, reliability testing using Cronbach's Alpha was performed to determine the internal consistency of the measurement scales. A Cronbach's Alpha value of ≥ 0.70 was used as an indicator of acceptable reliability, ensuring that the items within each variable consistently measured the intended constructs.

Next, normality testing was conducted using the Kolmogorov–Smirnov or Shapiro–Wilk test to determine whether the residuals in the regression model followed a normal distribution—an essential assumption for parametric statistical techniques. The absence of significant deviations from normality ensured that subsequent analyses, such as t-tests and F-tests, were statistically valid. Additional assumption tests, including multicollinearity and heteroskedasticity, were also performed to confirm the suitability of the regression model. The multicollinearity test assessed whether independent variables were excessively correlated with one another, using tolerance and VIF values as indicators. Meanwhile, the heteroskedasticity test, examined through scatterplot patterns, was used to evaluate whether residual variances remained consistent across predicted values.

Furthermore, a multiple linear regression analysis was implemented to assess the predictive influence of Purchase Intention, Content Quality, and Brand Awareness on Market Share. Regression coefficients, significance values (p-values), and R^2 statistics were examined to determine the strength and direction of relationships among the variables. This methodological approach not only enables a comprehensive understanding of how AI-enhanced features influence consumer behavior but also provides empirical support for Tokopedia's strategic decision-making in the highly competitive e-commerce environment.

3. Results and Discussions

Beyond the statistical findings, it is important to situate these results within the broader context of digital consumer behavior and the rapidly evolving landscape of e-commerce competition in Indonesia. Tokopedia operates in an environment where consumers are increasingly exposed to algorithmic content, hyper-personalized marketing, and real-time interaction features introduced by competing platforms. The significance of purchase intention, content quality, and brand awareness found in this research aligns with recent global studies indicating that users now demand highly curated and frictionless online shopping experiences. As such, Tokopedia's ability to maintain market relevance is closely tied to how effectively it adapts its AI-driven features to meet these rising expectations. The regression findings thus provide empirical justification for the strategic integration of AI in enhancing both functional and experiential aspects of the platform.

In addition, the results underscore the transformative role of AI-assisted content ecosystems, which increasingly determine how consumers discover, evaluate, and purchase products. Content quality is no longer limited to static descriptions but encompasses personalized product recommendations, dynamic product ranking algorithms, and user-generated evaluations curated by machine learning systems. These elements collectively shape perceived value and influence buying patterns. High-quality AI-curated content not only minimizes decision fatigue but also reduces uncertainty—two critical barriers in online consumer behavior. This study's findings reaffirm that platforms with superior algorithmic content quality, such as Tokopedia, can create a more engaging and trustworthy environment that directly contributes to market share retention and expansion.

Another noteworthy implication relates to the interplay between brand awareness and digital identity formation. In the digital marketplace, brand awareness extends beyond traditional advertising into the realm of digital presence, interactive features, and omnichannel visibility. Tokopedia's brand has long been associated with trust, reliability, and accessibility in Indonesian e-commerce. However, the intensification of cross-border commerce and the emergence of influencer-driven digital marketplaces challenge the stability of brand loyalty. This study's demonstration of the strong link between brand awareness and market share suggests that Tokopedia must continuously reinforce its brand identity—not only through promotional campaigns but also through cohesive platform experiences that communicate consistency and credibility. A strong digital identity contributes to consumers' mental availability, ensuring that Tokopedia remains their first consideration during online shopping.

Furthermore, the findings highlight the importance of consumer trust as a mediating psychological factor. Although trust was not measured directly in this study, it is inherently embedded within the variables analyzed. Purchase intention is shaped by trust, content quality reflects informational trustworthiness, and brand awareness reinforces institutional trust. Without trust, even high-quality content may fail to influence consumer behavior. Therefore, the significant explanatory power of the model suggests that Tokopedia has established a baseline level of consumer trust that strengthens the impact of purchase intention, content quality, and brand awareness on market share. Future research could benefit from measuring trust explicitly as a mediating variable to capture its central role in e-commerce decision-making.

At the managerial level, the results emphasize the need for Tokopedia to adopt a data-driven strategic framework. Given that 88.9% of market share variance is explained by the three variables, Tokopedia has clear evidence on which elements should receive priority in strategic planning. Investments in AI technologies should not be limited to transactional efficiencies but should extend to enhancing user experiences through predictive personalization, intelligent search optimization, and context-aware product showcasing. Improved AI capabilities could also support more effective segmentation strategies, enabling Tokopedia to deliver tailored campaigns that enhance both engagement and brand relevance across diverse demographic groups. Additionally, sustained efforts to strengthen brand awareness—through storytelling marketing, influencer partnerships, and cross-platform integration—can further amplify the positive effects observed in this study.

From an academic perspective, these results contribute to the literature by reinforcing the idea that digital consumer behavior is shaped by a combination of cognitive, affective, and technological factors. The findings demonstrate how traditional marketing constructs such as brand awareness and purchase intention remain relevant in the digital economy, but their effects are increasingly mediated by technological advancements in content delivery. This supports emerging theories in digital marketing that emphasize hybrid models combining psychological motivations and algorithmic enablers. The consistency between this study's results and recent theoretical frameworks suggests that future research must explore the role of AI not merely as a technological tool but as a determinant of perceived value, online engagement, and shopping convenience.

Finally, the study's implications suggest several avenues for strengthening Tokopedia's long-term competitive advantage. As user expectations continue to evolve toward personalization and real-time interactivity, Tokopedia must position itself as a platform that not only facilitates transactions but also curates meaningful digital shopping experiences. Enhancing AI-driven features, improving platform usability, and cultivating a strong brand identity are essential for maintaining consumer loyalty in a marketplace characterized by rapid technological shifts and intensifying competition. The findings reiterate that sustained market share growth is not solely a function of operational efficiency but also of consumer perception, digital engagement, and emotional connection all of which can be strategically shaped through the intelligent application of AI and content management strategies.

4. Conclusion

Based on the findings obtained from Tokopedia users in the Jakarta region, this study concludes that purchase intention, content quality, and brand awareness have a positive and significant influence on Tokopedia's market share. This relationship demonstrates that the integration of Artificial Intelligence (AI) within Tokopedia's platform plays a strategic role in shaping user experience, strengthening perceptions of content credibility, and enhancing brand value in the competitive e-commerce environment. The presence of AI-driven features—such as optimized application performance, intelligent chatbots, accurate tracking systems, and algorithm-based product recommendations—contributes to smoother transactions, higher consumer confidence, and increased engagement, all of which ultimately support the expansion of Tokopedia's market share. The findings also confirm that AI contributes not only to transactional efficiency but also to the broader digital ecosystem of Tokopedia. AI enhances content quality by ensuring that visuals, product descriptions, and promotional information are relevant, personalized, and aligned with user preferences. Furthermore, AI-driven initial display ads and homepage recommendations strengthen brand awareness by consistently positioning Tokopedia as a familiar and trustworthy platform. These combined technological and psychological effects reinforce the platform's ability to attract, retain, and influence consumer purchasing behavior. The classical assumption tests—including normality, multicollinearity, heteroscedasticity, and linearity—validate the reliability of the regression model used in this study. The fulfillment of these assumptions ensures that the conclusions drawn are statistically robust and that the predictive relationships among variables are dependable. This strengthens the argument that Tokopedia must continue innovating its AI features, not only to maintain operational efficiency

but also to elevate user experience, personalization, and service responsiveness. Enhancements in intelligent chatbots, user-driven recommendation systems, and adaptive interface features are expected to further improve consumer satisfaction and loyalty. From a managerial perspective, Tokopedia should prioritize the development of content strategies that emphasize accuracy, clarity, and relevance. Visual elements, product descriptions, and promotional materials must be continuously refined to meet user expectations and reduce uncertainty in digital purchasing decisions. Providing high-quality and personalized content will deepen user trust and solidify Tokopedia's brand identity, enabling the platform to maintain its competitive advantage amid increasing marketplace competition. Strengthening brand awareness strategies, especially among Millennial and Gen Z consumers, is also essential. Considering that the majority of respondents in this study represent active digital users in Jakarta, Tokopedia can leverage social media campaigns, influencer collaborations, interactive promotional events, and gamified online experiences to expand reach and resonance. These younger demographic groups are highly responsive to dynamic and visually engaging marketing strategies, making them key targets for sustaining long-term platform growth. Despite the meaningful insights generated, this study is not without limitations. The sample is restricted to Tokopedia users within the Jakarta region, which may limit the generalizability of findings to the broader Indonesian population. Future research is encouraged to include more diverse geographic areas, larger sample sizes, and varied user demographics to enhance the external validity of results. Moreover, examining additional variables such as consumer trust, perceived usefulness, platform usability, and emotional engagement—could provide a deeper understanding of the mechanisms through which AI influences market share in digital commerce. In conclusion, the study underscores the critical role of AI-enhanced features, content quality, and brand awareness in shaping market outcomes within Indonesia's rapidly evolving e-commerce landscape. To sustain its competitive position, Tokopedia must continue prioritizing innovation, personalization, and user-centric strategies that align with the expectations of modern digital consumers.

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