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Digital Advertising and Influencer Marketing: Effects on Wall's Ice Cream Purchase Intention in Banjarmasin

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ABSTRACT

This study examines the effects of digital advertising and influencer marketing on purchase intention among young consumers of Wall's ice cream in West Banjarmasin, Indonesia. The study adopts a quantitative explanatory design and uses survey data from 100 respondents aged 15–34 years who actively use social media and have been exposed to digital advertising or influencer marketing for Wall's products. Data were collected using a five-point Likert questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics 25. The results indicate that digital advertising has a positive and statistically significant effect on purchase intention ($B = 0.475$; $\beta = 0.452$; $p < 0.001$). Influencer marketing also has a positive and statistically significant effect ($B = 0.496$; $\beta = 0.459$; $p < 0.001$). Jointly, the two predictors significantly explain variation in purchase intention ($F = 180.149$; $p < 0.001$), with $R^2 = 0.788$ and adjusted $R^2 = 0.784$. Influencer marketing shows a slightly higher standardized coefficient than digital advertising, although the difference is small and should not be interpreted as a statistically tested difference in effects. The findings suggest that integrated digital advertising and influencer marketing can strengthen consumers' purchase intention by combining message reach with perceived credibility and social influence.

Keywords: *digital advertising; influencer marketing; purchase intention; young consumers; social media marketing*

INTRODUCTION

The development of digital media has transformed the way companies convey information, build relationships with consumers, and drive purchasing decisions. Social media no longer functions solely as a communication channel but has also become a space for information seeking, product evaluation, social interaction, and the formation of brand perceptions. These changes make digital advertising and influencer marketing strategies increasingly relevant for companies targeting young consumers. Digital marketing literature shows that the characteristics of digital media allow for more targeted, interactive, and measurable message delivery, while influencers can add dimensions of credibility, immediacy, and authenticity to brand communications (Appel et al., 2020; Stephen, 2016).

In the context of the fast-moving consumer goods (FMCG) industry, including ice cream, purchasing decisions can be influenced by visual, emotional, and easily accessible communication stimuli. Digital advertising can increase product awareness and information delivery, while influencer marketing can strengthen consumer evaluations through experiences, recommendations, and social interactions. Studies on targeted digital advertising show a positive relationship with purchase intention, while research on influencer marketing emphasizes the importance of credibility, message value, authenticity, and brand credibility in shaping consumer responses (Han & Du, 2023; Lou & Yuan, 2019; Chen et al., 2024; Liu & Zheng, 2024).

However, findings regarding the effectiveness of influencer marketing are not always consistent. A recent meta-analysis suggests that influencer marketing effectiveness can be influenced by influencer characteristics, followers, content, platform, and product context (Pan et al., 2025). Therefore, research in specific geographic contexts and product categories is still needed to determine whether the relationships found in previous research also apply to local consumers. This study, using the context of young consumers in West Banjarmasin District and Wall's ice cream, provides a more specific empirical focus than studies that only examine one form of digital marketing or use different market contexts.

This research gap lies in the need to simultaneously examine digital advertising and influencer marketing as predictors of purchase intention in a local FMCG context. Most previous studies have either isolated these two strategies or explained their influence through mechanisms such as trust, brand awareness, authenticity, engagement, and brand credibility. This study does not claim to test these mediating mechanisms, but rather uses both as direct predictor variables to provide empirical evidence regarding their individual and combined contributions to purchase intention.

Theoretically, this study uses the Theory of Planned Behavior (TPB) as an explanatory lens for the formation of behavioral intentions. In the TPB, behavioral intentions are influenced by attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). In this study, digital advertising and influencer marketing are not treated as TPB constructs, but rather as external marketing stimuli that have the potential to influence consumers' attitudinal evaluations and social perceptions before forming purchase intentions. This position is more consistent with the study's variable structure and avoids directly equating marketing stimuli with the core TPB constructs.

Based on this background, this study aims to: (1) test the influence of digital advertising on purchase intention; (2) test the influence of influencer marketing on purchase intention; and (3) test the influence of digital advertising and influencer marketing simultaneously on the purchase intention of young consumers of Wall's products in West Banjarmasin District.

METHOD

This study employed a quantitative explanatory research design. The population consisted of young consumers aged 15–34 years who lived in West Banjarmasin District, actively used social media, and had been exposed to digital advertising or influencer marketing related to Wall's ice cream. The study used 100 respondents selected according to the stated inclusion criteria. Because the sampling procedure in the source manuscript is not described with sufficient detail, the final submission should explicitly state the exact non-probability sampling technique used (eg, purposive sampling) if that was the actual procedure.

Primary data were collected through a structured questionnaire using a five-point Likert scale. Digital advertising was measured through visual appeal, persuasive message, accessibility, and frequency of exposure. Influencer marketing was measured through credibility, authenticity, product fit, and audience engagement. Purchase intention was measured through information interest, willingness to try, purchase consideration, repurchase intention, and purchase preference. The questionnaire was tested for item validity using Pearson correlation and for internal consistency using Cronbach's alpha.

Data analysis was performed using IBM SPSS Statistics 25. The analysis includes descriptive statistics, validity and reliability testing, classical assumption tests, multiple linear regression, partial significance testing (t-test), simultaneous significance testing (F-test), and coefficient of determination (R^2). The regression model was specified as:

$$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon}$$

where Y denotes purchase intention, X_1 denotes digital advertising, X_2 denotes influencer marketing, α is the constant, β_1 and β_2 are regression coefficients, and ε is the error term. Statistical significance was assessed at $\alpha = 0.05$.

The source manuscript reports respondents aged 15–34 years, including respondents aged 15–17 years. For ethical completeness, the final manuscript must report the actual informed-consent procedure and, where applicable, parental/guardian consent and/or institutional ethical approval that applied to minor respondents. These details are not available in the source manuscript and therefore are not fabricated in this revision.

Measurement Quality

Variable	Item-total correlation range	Cronbach's α	Decision
Digital Advertising (X1)	0.605–0.732	0.856	Valid and reliable
Influencer Marketing (X2)	0.635–0.726	0.856	Valid and reliable
Purchase Intention (Y)	0.613–0.764	0.875	Valid and reliable

Classical Assumption Tests

Test	Statistics / criteria	Result	Interpretation
Normality	KS Sig. = 0.200; > 0.05	0.200	Residuals are normally distributed
Multicollinearity – X1	Tolerance > 0.10; VIF < 10	0.192; VIF 5.204	No multicollinearity
Multicollinearity – X2	Tolerance > 0.10; VIF < 10	0.192; VIF 5.204	No multicollinearity
Heteroskedasticity – X1	Sig. > 0.05	0.088	No heteroscedasticity
Heteroskedasticity – X2	Sig. > 0.05	0.791	No heteroscedasticity

RESULTS AND DISCUSSION

Respondent Characteristics

Characteristic	Category	n	%
Gender	Male	51	51
Gender	Female	49	49
Age	15–19 years	20	20
Age	20–24 years	40	40
Age	25–29 years	23	23
Age	30–34 years	17	17
Occupation	Student	11	11
Occupation	University student	38	38
Occupation	Employee	35	35
Occupation	Entrepreneur	11	11
Occupation	Other	5	5
Residence	West Banjarmasin District	100	100

Multiple Regression Results

Predictor	B	Std. Error	Standardized β	t	p-value
Constant	0.672	1,639	—	—	0.683
Digital Advertising (X1)	0.475	0.112	0.452	4,233	<0.001
Influencer Marketing (X2)	0.496	0.115	0.459	4,307	<0.001

The estimated regression equation is $Y = 0.672 + 0.475X_1 + 0.496X_2$. Holding influencer marketing constant, a one-unit increase in the digital advertising score is associated with a 0.475-unit increase in purchase intention. Holding digital advertising constant, a one-unit increase in the influencer marketing score is associated with a 0.496-unit increase in purchase intention. Both coefficients are positive and statistically significant.

The standardized coefficients are β = 0.452 for digital advertising and β = 0.459 for influencer marketing. Influencer marketing therefore has a slightly larger standardized coefficient in this sample. However, because the difference between coefficients was not subjected to a formal statistical comparison, the result should be described as a slightly stronger estimated association rather than evidence that influencer marketing is statistically more effective.

Hypothesis Testing

Hypothesis	Test	Result	Decision
H1	t = 4.233; p < 0.001	Positive and significant	Supported
H2	t = 4.307; p < 0.001	Positive and significant	Supported
H3	F = 180.149; p < 0.001	Simultaneously significant	Supported

Fit Model

R	R^2	Adjusted R^2	F	p-value
0.888	0.788	0.784	180,149	<0.001

The model explains 78.8% of the observed variance in purchase intention, while the adjusted R^2 indicates that 78.4% is explained after adjustment for the number of predictors. The remaining 21.6% of adjusted unexplained variance may be associated with factors not included in the model. Importantly, R^2 should be interpreted as explanatory power within this sample and should not be treated as evidence that the two marketing variables causally determine 78.4% of purchase intention in the broader population.

DISCUSSION

Effect of Digital Advertising on Purchase Intention

The first hypothesis is supported: digital advertising has a positive and significant relationship with purchase intention ($\beta = 0.452$; $p < 0.001$). This finding indicates that respondents who perceive Wall's digital advertising as visually attractive, persuasive, accessible, and quite often tend to report stronger purchase intention. The results are consistent with previous research showing that digital advertising can shape consumer responses through the relevance and quality of online advertising stimuli (Martins et al., 2019; Han & Du, 2023).

From the TPB perspective, the finding can be interpreted as evidence that marketing communication may contribute to the evaluative process preceding behavioral intention. Nevertheless, the study did not directly measure attitudes toward the behavior. Therefore, it would be inappropriate to claim that attitude statistically mediates the relationship. The more defensible interpretation is that digital advertising provides information and evaluative cues that may contribute to favorable product evaluations and purchase intention.

The practical implication is that digital advertising should not be evaluated only by reach or frequency. For young consumers, visual quality, clarity of the persuasive message, ease of access, and contextual relevance should be managed together. Repeated exposure without adequate message quality may not necessarily translate into stronger purchase intention.

Effect of Influencer Marketing on Purchase Intention

The second hypothesis is supported: influencer marketing has a positive and significant relationship with purchase intention (β = 0.459; $p < 0.001$). The results suggest that perceived credibility, authenticity, product fit, and audience engagement are relevant to the willingness of respondents to consider purchasing Wall's ice cream. This finding is consistent with research emphasizing credibility and message value as important mechanisms in influencer marketing (Lou & Yuan, 2019; Saima & Khan, 2020), as well as more recent evidence linking influencer activity with brand credibility and purchase intention (Chen et al., 2024; Liu & Zheng, 2024).

The results also support the view that influencer marketing should not be reduced to follower count. A smaller creator with strong audience engagement and high perceived authenticity may be strategically relevant when the target segment values interpersonal similarity and credible recommendations. The meta-analytic evidence reported by Pan et al. (2025) further indicates that influencer marketing effectiveness varies across contexts, reinforcing the importance of selecting influencers according to audience and product fit.

The standardized coefficient for influencer marketing is only marginally higher than that of digital advertising. Accordingly, the managerial implication is not that companies should abandon digital advertising in favor of influencers, but that influencer content can complement broad-reach digital advertising by adding a more personal and socially credible communication layer.

Simultaneous Effect of Digital Advertising and Influencer Marketing

The third hypothesis is supported. Digital advertising and influencer marketing jointly have a statistically significant relationship with purchase intention ($F = 180.149$; $p < 0.001$), and the model produces $R^2 = 0.788$. This finding supports the strategic argument that consumers may encounter brand information through multiple digital touchpoints rather than through a single communication channel.

The combined results can be interpreted as complementary rather than automatically synergistic because the study did not estimate an interaction term between digital advertising and influencer marketing. Therefore, the manuscript should avoid claiming that the two variables create a statistically demonstrated synergy. What the data demonstrates is that both predictors contribute significantly to the regression model when entered together.

From a managerial perspective, Wall's can use digital advertising to deliver consistent product information and broad exposure while using selected influencers to provide contextualized demonstrations, experiences, and social recommendations. The strongest strategy is therefore an integrated communication architecture in which the message is consistent across channels while the format is adapted to the characteristics of each platform and audience.

CONCLUSION

This study finds that digital advertising and influencer marketing are both positively and significantly associated with purchase intention among young consumers of Wall's ice cream in West Banjarmasin. Digital advertising shows a standardized coefficient of 0.452, while influencer marketing shows 0.459, with both effects statistically significant at $p < 0.001$. When considered simultaneously, the two predictors significantly explain purchase intention, producing $R^2 = 0.788$ and adjusted $R^2 = 0.784$.

The findings support the importance of integrated digital communication in an FMCG context. However, the results should be interpreted as evidence of statistical association within the observed sample rather than evidence of causal dominance or channel synergy. Future research should directly measure TPB constructs, examine mediating mechanisms such as trust or brand credibility, and use broader samples and longitudinal or experimental designs to strengthen causal inference.

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