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An Empirical Study of the Impact Digital Ecosystem on Alpha Generation Purchase Intention: From the Perspective of Flow Experience and TPB

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ABSTRACT: The digital Ecosystem is a multifaceted network that includes social media, e-commerce, socio-commerce, and gaming, where each component influences the others. Social media, for instance, has fostered the growth of socio-commerce by merging social interactions with commercial activities. This research explores the dynamics within this Platform, focusing on factors that drive Purchase intentions, particularly among the Alpha Generation, who are growing up in a digital-first world. The study finds that Attitude, Flow Experience, and Subjective Norms all significantly affect Purchase intentions. Among these, Attitude is the most influential, highlighting how consumers' emotions, feelings, and beliefs shape their Purchase decisions. This is especially important for the Alpha Generation, who are deeply embedded in digital culture and highly influenced by their online experiences. The significance of Flow Experience, which refers to the enjoyment and engagement during the Purchase process, emphasizes the need for a positive shopping experience to enhance purchase intentions. Additionally, Subjective Norms, or the impact of societal expectations and social pressures, play a crucial role in consumer decision-making, particularly for the socially connected Alpha Generation. The research quantitative approach and correlational design, confirms that these factors are key determinants of Purchase intention, aligning with existing consumer behavior theories. The study's sample of 115 participants met the required criteria, ensuring reliable and valid findings.

KEYWORDS: Digital Ecosystem, TPB, Flow Experince, Purchase Intention, Alpha Generation

I. INTRODUCTION

The digital world has dramatically transformed how individuals interact, communicate, and conduct business, making it an integral part of modern life. This transformation is largely driven by the internet and advances in digital technologies, creating a dynamic virtual environment that reshapes social interactions and business engagements. The digital Ecosystem is complex and interconnected, encompassing various domains such as social media, e-commerce, socio-commerce, and gaming. Each component influences the others significantly, with social media giving rise to socio-commerce, where social platforms integrate with commercial activities, facilitating new ways of shopping and selling (Lipschultz, 2020). For instance, socio-commerce allows users to recommend and share products with their networks, driving consumer decisions through social influence. Additionally, the gaming industry has evolved beyond entertainment into a significant economic force, contributing to the broader digital economy through online multiplayer games and virtual worlds where social and economic activities converge (Jenkins, 2006).

Online games, social commerce, e-commerce, and social media are closely intertwined within the evolving digital ecosystem. Online games refer to video games played over the internet on various platforms such as mobile devices, consoles, or PCs. These games often feature multiplayer modes, allowing players to interact in real-time. Additionally, many online games now integrate social elements such as chat functions, community-building features, and in-game purchases, where players can buy items, skins, or other enhancements. This links online games to e-commerce, as digital transactions become an essential part of the gaming experience. These in-game purchases are frequently promoted through social media platforms, where gaming companies use channels like Facebook, Instagram, or TikTok to advertise their games and the additional features players can buy. E-commerce, in a broader sense, refers to the buying and selling of goods and services online, facilitated by platforms such as Amazon, eBay, or regional counterparts like Tokopedia or Shopee. Within this context, e-commerce includes both physical and virtual products, such as items bought within games.At the same time, social commerce represents a more specialized form

of e-commerce, where social media platforms are used as primary channels for directly promoting and selling products. Social commerce leverages the power of social influence, interactions, and user-generated content to drive Purchase decisions. On social media, users can easily discover products recommended by influencers or friends and make purchases without leaving the app. For instance, through Instagram Shops or Facebook Marketplace, users can buy products they see in their feed, creating a more integrated and interactive shopping experience. Social media has evolved into more than just a space for users to interact and share content; it now serves as a primary marketing channel for both digital and physical products, including promotions for online games and their associated in-game items. The role of social media in this ecosystem is crucial because it connects gaming, commerce, and social interaction, allowing businesses to utilize targeted ads and personalized marketing strategies to effectively reach consumers. In this interconnected environment, online games, social commerce, e-commerce, and social media support each other and foster a digital space where shopping, playing, and socializing happen simultaneously and influence one another.

These platforms offer unprecedented convenience, allowing consumers to shop from anywhere at any time, thereby reshaping the retail landscape (Chaffey & Ellis-Chadwick, 2019). This global nature of e-commerce highlights the interconnectedness of the digital world, which continues to evolve with technological advancements and changing user behaviors. Businesses leverage social media to influence consumer behavior through targeted marketing and personalized recommendations (Van Dijk, 2020), further illustrating the seamless integration of various digital Platform components. The digital Platform's fluidity and adaptability foster continuous innovation and economic growth, driven by these technological advancements and evolving consumer demands (Schwab, 2016).

The shift from traditional "world-pictures" to a "digital world" marks a significant change in our perception of reality, emphasizing how digitalization is reshaping societal structures. This transformation is highlighted by various scholars, such as Миронова (2021) and Youngs (2013), who discuss the critical aspects of connectivity, creativity, and rights in the digital age. Understanding the mechanics of this digital world is crucial, as explored by Kernighan (2017) and Rindfleisch (2019), who examine the complexities and opportunities that arise from this digital evolution. Furthermore, scholars like Sokolova (2023) and Jewsiewicki (2000) provide insights into how digitalization impacts our daily lives and cultural practices. These perspectives offer a comprehensive understanding of the digital world's evolution, its current impact, and its potential future developments, underscoring the continuous innovation and societal shifts within the digital Platform.

Generation Alpha, born after 2010, is characterized by their early and extensive exposure to digital technology (Jha, 2020). This generation is the first true cohort of digital natives, having been immersed in digital technologies from birth. Their early and extensive exposure to technology distinguishes them from previous generations, shaping their interactions with the world and influencing the consumer and technology landscapes. This generation’s preferences in digital content and products are driving innovations in various sectors, particularly in the development of new technologies such as apps and educational tools. Their deep integration into the digital world also impacts the Purchase behavior of their millennial parents, making Generation Alpha a significant force in household Purchase decisions. Businesses are increasingly recognizing this influence and are tailoring their products and marketing strategies to appeal to this young, tech-savvy generation (Lipschultz, 2020). As Generation Alpha matures, their influence on digital and consumer markets is expected to grow, positioning them as key players in shaping the direction of these industries in the coming decades (Jha, 2020).

Generation Alpha's obsession with online shopping further highlights their significant influence and spending power. They spend over two hours a week on online shopping, with their Purchase decisions heavily swayed by online marketing and social trends, especially through gaming and social media platforms (Fortune, 2024). These platforms effectively blend entertainment with commerce, creating an environment where the content and trends encountered by Generation Alpha directly influence their shopping habits. Gaming and social media not only serve as entertainment sources but also function as powerful marketing tools, introducing and promoting products to this young audience, thereby making them integral to the digital marketplace (Jha, 2020). As Generation Alpha becomes more active in online shopping, the concept of online purchase intention, defined as the willingness to buy products through specific websites, will become increasingly relevant (Pavlou, 2003). This trend underscores the importance of understanding Generation Alpha’s behavior as they continue to shape the future of digital commerce.

The rapid growth of Indonesia's population, particularly the Generation Alpha cohort, ased on data from the Indonesian Central Bureau of Statistics (BPS, 2024), the population of Indonesia was recorded at 281,603,800 people. According to the latest report from BPS (2024), the population aged 15 years and above reached 213,997,845 as of February 2024. This implies that the population aged 14 years and below, or the Alpha generation, stands at 67,605,955, representing 24.5% of the total population in Indonesia., highlights a significant shift towards digital engagement. As digital natives, Generation Alpha exhibits a profound connection to digital Platforms, where flow experiences, as described by Csikszentmihalyi (1990), play a pivotal role in

shaping their engagement and behavior. This immersion in digital environments is crucial in understanding their online activities, including gaming, social media, and online learning. However, there is a gap in understanding how these flow experiences within digital Platforms influence their Purchase intentions. Although the Theory of Planned Behavior (TPB), introduced by Ajzen (1991), provides a framework for examining the influence of attitudes, subjective norms, and perceived behavioral control on intentions, the integration of flow experiences within digital Platforms and its impact on Purchase intentions remains underexplored. Addressing this gap is essential to comprehensively understand the Purchase behavior of Generation Alpha in an increasingly digitalized world. Thus, to achieve the major research objectives of current research, below objectives are given :

1. To determine the influence of subjective norms on purchase intention
2. To determine the influence of attitude on purchase intention
3. To determine the influence of Flow experience determinants on purchase intention

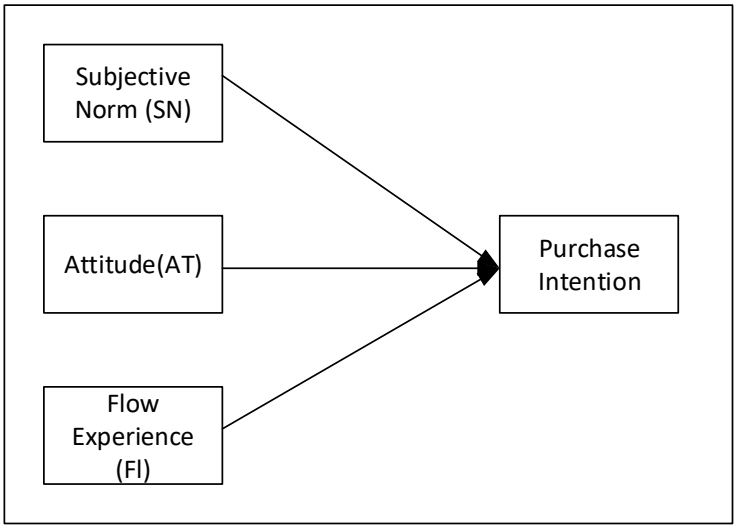

Figure 1. Theoretical Framework

Source: data processed, 2024

II. LITERATURE REVIEW

A. Purchase Intention

Ajzen (1991) emphasizes that intention serves as a crucial indicator of how likely individuals are to perform a specific behavior, including the frequency of their attempts to do so. This notion is particularly relevant in the context of online shopping, where a lack of intention to purchase goods via the internet remains a significant barrier (He et al., 2008). In line with this, Pavlou (2003) defines online purchase intention as the consumer's willingness to buy products through a particular website during the final phase of an internet transaction. This concept extends to mobile applications as well, where Purchase intention represents the consumer's readiness to buy through such platforms (Martinsa et al., 2019). Moreover, Jin et al. (2015a) highlight that consumer behavior encompasses all actions related to Purchase, using, and disposing of goods and services, as well as the mental and behavioral processes that accompany these activities.

B. Theory Planed Behaviour

The Theory of Planned Behavior (TPB), developed by Ajzen and Fishbein (1980), provides a framework for understanding customer behavior by identifying key factors that influence behavioral intentions. According to TPB, an individual's behavioral attitude, which is their evaluation of performing a specific behavior, significantly impacts their intention to engage in that behavior (Ajzen, 1991; Guo et al., 2017). Additionally, subjective norms, defined as the perceived social pressure to perform or avoid a behavior, play a crucial role in shaping these intentions (Amaro & Duarte, 2016). For instance, if an individual perceives strong social expectations from important figures in their life, they are more likely to intend to engage in that behavior (Ham et al., 2015).

Moreover, TPB suggests that an individual's intention to act is the most immediate predictor of their actual behavior, with attitude towards the behavior and subjective norms being pivotal factors in this process (Ajzen, 1991). Attitude towards a behavior is determined by beliefs about the outcomes of the behavior, with individuals likely to hold positive attitudes if they believe the behavior will lead to favorable results (Ajzen, 1991). Subjective norms, on the other hand, are influenced by the opinions of significant others, such as family and friends, and can either encourage or discourage the behavior based on these

social influences (Tarkiainen & Sundqvist, 2005). Understanding these dynamics allows for better predictions of customer behavior by considering both individual attitudes and social pressures.

***Attitude*:** Attitude shapes perceptions and strongly influences a person's intention to act or engage in specific behavior. Attitude refers to an individual's evaluation of the potential outcomes associated with a particular behavior, and it is often shaped by their past experiences. Lim et al. (2016) define attitude as the positive or negative analytical assessment, motivation, and behavioral tendency that individuals display in transactions. This suggests that the way clients feel about a particular transaction is based on their evaluation of the experience and the expected outcomes, which in turn guides their behavior. Research into the adoption and use of information technology and systems further supports the importance of attitude in predicting behavioral intentions. According to Massoro and Adewale (2019), attitude is a crucial factor in determining whether an individual will use a specific technology. Their findings highlight the importance of creating positive attitudes toward technology to encourage its adoption.Ajzen (1991) expands on the understanding of attitude by suggesting it encompasses an individual's overall judgment and assessment of a behavior. He emphasizes that attitude is a critical determinant of voluntary actions, and this concept was first introduced in the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975). The theory suggests that individuals' behaviors are influenced by their attitudes toward that behavior and the perceived social pressures (subjective norms). Later, Ajzen developed the Theory of Planned Behavior (TPB), which extended the TRA by including perceived behavioral control as an additional determinant of intention. In both models, attitude remains a central factor in explaining why individuals choose to engage in certain behaviors, especially in voluntary actions.

Recent research further highlights the significant role of attitudes in influencing purchase intentions across various contexts. Zhang et al. (2024) demonstrated that attitudes greatly impact purchase intention on social commerce platforms. Similarly, Khan et al. (2023) found that attitudes significantly influence purchase intention, with trust acting as a moderating factor in the relationship between attitude and purchase intention.In the realm of fashion influencer marketing, Tiwari et al. (2024) revealed that attitudes play a critical role, acting as both a direct and indirect mediator in influencing purchase intentions. Likewise, Shanbhag et al. (2023) showed that in cause-related marketing campaigns, attitudes have the most substantial impact. The effect of attitudes on consumer behavior extends to specific demographics as well. For instance, Han et al. (2024) found that attitudes significantly influence female consumers' online purchase intentions for cosmetics, with social media usage and influencers' credibility enhancing these effects. However, not all findings are consistent. Macheka et al. (2024) found that attitude did not have a significant influence on purchase intention among young female consumers of beauty products.

H1: Attitude influences the purchase intention

***Subjective Norms* :** In understanding human behavior, external influences play a significant role, especially when it comes to purchasing decisions. One key factor is the perceived pressure from family, friends, and relatives, which can strongly impact an individual's choices (Ajzen, 1991; Laohapensang, 2009). The Theory of Planned Behavior (TPB) highlights the importance of subjective norms as one of its core components. Subjective norms refer to the individual's perception of social expectations from people close to them, such as family and friends, regarding whether or not they should engage in a specific behavior (Ajzen, 1991; Francis et al., 2004). Research has shown that subjective norms can have a significant influence on behavior in various contexts. For instance, individuals may feel pressured by their social circle to make certain choices, especially when these decisions are visible to those around them. This concept has been widely explored in previous studies, where subjective norms were examined in different scenarios.For example, Yoon Kin Tong, Fa Tong, and Yin (2012) investigated subjective norms in relation to infused soft drink consumption. Their study found that the opinions of family and friends could sway individuals toward or away from consuming certain products. Similarly, Lu (2012) explored subjective norms in the context of older adults' intentions to continue working beyond retirement age. In this study, the expectations and attitudes of close relatives and friends played a critical role in influencing whether older individuals decided to stay in the workforce.

Recent studies have consistently demonstrated the importance of subjective norms in shaping purchase intentions across different contexts. Zhang et al. (2024) found that subjective norms, along with attitudes, significantly influence purchase intentions on social commerce platforms. Similarly, Khan et al. (2023) highlighted that subjective norms play a key role in influencing purchase intentions, with trust moderating the relationship between attitude and purchase decisions.In the context of cause-related marketing campaigns, Shanbhag et al. (2023) demonstrated that subjective norms, alongside attitudes, significantly impact purchase intentions, with attitudes having the most pronounced effect. Likewise, Han et al. (2024) examined online purchase intentions of female consumers for cosmetics and found that subjective norms and social media usage greatly influenced their decisions, along with the credibility of influencers.

H2: Subjective Norm influences the purchase intention

C. Flow Experience

Flow is described as a state of deep engagement in an activity, where heightened enjoyment and a warped sense of time are central characteristics (Jackson & Csikszentmihalyi, 1999). Csikszentmihalyi (1975) first introduced the idea of Flow Experience, emphasizing it as a peak human experience that represents the most enjoyable moments in life, which he described as "the bottom line of existence" (Csikszentmihalyi, 1975). During Flow Experience, individuals often experience such intense pleasure that they lose track of time, becoming fully absorbed in the activity they are performing (Jackson, 2012).

In recent research, the role of flow in consumer behavior has been explored in various contexts, further emphasizing its importance. Mustafi et al. (2020) found that flow experience partially mediates the relationship between irritation, entertainment, and purchase intention, indicating a significant effect on purchase intention in the context of online advertising for smartphones. Similarly, Liu et al. (2022) discovered that flow experience positively moderates the relationship between emotional pleasure and purchase intention, highlighting its effect in online social media marketing. Goli et al. (2021) extended this understanding, showing that flow experience significantly influences users' in-game purchase intention, particularly in the purchase of virtual goods during mobile gaming. Additionally, Mao et al. (2020) found that flow experience mediates the relationship between brand-related constructs and purchase intention, especially in the context of smartphones, underlining its critical role in shaping purchase decisions.

H3: Flow Experience influences the purchase intention

III. RESEARCH METHOD

The research methodology is a crucial part of any study, helping to define the research objectives. Researchers agree that using appropriate analysis techniques is essential for achieving these objectives and solving both practical and theoretical issues (Rehman et al., 2019). In this study, a quantitative approach and correlational research design were used to gather data and test hypotheses. Deductive reasoning was employed, which is suitable when the theoretical framework is based on existing theory. As a result, deductive reasoning was chosen over inductive reasoning due to the reliance on established theory (Rehman et al., 2019).

The theoretical framework of this study comprises four key variables, each measured through various items that have been adopted or adapted from previous research. These items were evaluated using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Specifically, three items related to attitude were adopted from Gu and Wu (2019), subjective norms items were adapted from Gu and Wu (2019), five items related to flow were adapted from Mustafi and Hosain (2020), and three items related to purchase intention were adopted from Rehman et al. (2019). The research employed a quantitative approach, utilizing a survey instrument, which is widely recognized as an effective method for data collection (Queirós et al., 2017). The population targeted in this study included individuals who have engaged with digital Platforms, such as e-commerce, social commerce, social media, or online games. The focus was on Indonesian Generation Alpha, particularly those born from 2010 onwards, with data gathered through Google Forms, where parents provided the responses. Respondents needed to have made online purchases to participate. For statistical analysis, the proposed hypotheses were tested using SmartPLS 3.0, a tool chosen for its ability to deliver robust results and effectively manage both simple and complex research models without the need for normality testing (Bamgbade, Kamaruddeen, & Nawi, 2015). Previous studies have demonstrated that PLS-SEM offers superior results compared to covariance-based methods (Hair Jr et al., 2014). The evaluation of the outer or measurement model included content validity, convergent validity, and discriminant validity (Hair Jr, Ringle, & Sarstedt, 2013). Convergent validity was assessed to ensure that items accurately measured the same construct, requiring factor loadings, composite reliability (CR), and average variance extracted (AVE) to meet standard thresholds of 0.50, 0.70, and 0.50, respectively, with items falling below 0.50 being removed to achieve the desired AVE and CR values (Hayduk & Littvay, 2012). Discriminant validity was confirmed by ensuring that each indicator within the theoretical framework was statistically distinct from others (Rehman et al., 2019). The strength of the research model was assessed using R-square values, which indicate the variance explained by the model, and the effect size was evaluated according to Cohen's criteria, where 0.02 is considered a small effect, 0.15 a medium effect, and 0.35 a large effect (Cohen, 1988).

IV. RESULT

Table 1. Respondents' profile

Demographic	Counts	Sample(%)
Gender		

Demographic	Counts	Sample(%)
Male	55	47,8
Female	60	52,2
Total	115	
Age		
11	49	42,6
12	28	24,3
13	25	21,7
14	13	11,3
Total	115	
Platform		
E-commerce	15	13,0
Games	30	26,1
Socio-commerce	63	54,8
Social media	7	6,1
Total	115	

Source: Primary Data, Processed with Google Form, 2024

The sample that meets the required criteria consists of 115 participants from Table 1 with a demographic breakdown as follows. 55 males (47.8%) and 60 females (52.2%). In terms of age, 49 participants are 11 years old (42.6%), 28 participants are 12 years old (24.3%), 25 participants are 13 years old (21.7%), and 13 participants are 14 years old (11.3%). Regarding platform usage, 15 participants (13.0%) use e-commerce platforms, 30 participants (26.1%) prefer gaming platforms, 63 participants (54.8%) engage in socio-commerce platforms, and 7 participants (6.1%) use social media platforms.

Table 2. Factor Loading and Cross Loadings

ITEMS	ATTITUDE	FLOW EXPERIENCE	PURCHASE INTENTION	SUBJECTIVE NORM
AT1	0.871	0.553	0.643	0.570
AT2	0.758	0.418	0.507	0.484
AT3	0.863	0.526	0.642	0.720
FL1	0.478	0.778	0.452	0.514
FL2	0.509	0.782	0.575	0.533
FL3	0.455	0.779	0.526	0.404
FL4	0.415	0.725	0.447	0.499
FL5	0.482	0.817	0.576	0.532
PI1	0.575	0.603	0.815	0.549
PI2	0.594	0.498	0.843	0.575
PI3	0.676	0.608	0.900	0.638
SN1	0.655	0.555	0.609	0.894
SN2	0.632	0.590	0.629	0.901

Source: Primary Data, Processed with Smartpls Ver. 4.0, 2024

In this study, factor loadings are used to evaluate content validity. These loadings are presented in Table 1 and Figure 2, which highlights cross-loadings. This approach follows the recommendations of previous researchers, Hair Jr (2010). For the current study, all items loaded highly on their respective variables. Additionally, the items showed higher loadings on their own variables compared to others. This confirms the content validity of the measurement model. The factor loadings for all items across the constructs of Attitude, Subjective Norm, Flow Experience, and Purchase Intention are above the acceptable threshold of 0.50, indicating that the items strongly represent their respective constructs. Factor loadings are parameters that indicate how observed variables are explained by underlying factors, with larger loadings (e.g., 0.50 or greater) indicating stronger relationships (Jackman, 2020). Specifically, the factor loadings range from 0.725 to 0.901, demonstrating that each item has a high level of correlation with its underlying construct, ensuring the reliability and validity of the measurement model.

Table 3. Factor loadings, average variance extracted (AVE), and composite reliability (CR)

Constructs	Items	Factor loading	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	R2
ATTITUDE	AT1	0.871	0.777	0.793	0.871	0.693	
	AT2	0.758					
	AT3	0.863					
SUBJECTIVE NORM	SN1	0.894	0.759	0.759	0.892	0.806	
	SN2	0.901					
FLOW	FL1	0.778	0.836	0.843	0.884	0.603	
	FL2	0.782					
	FL3	0.779					
	FL4	0.725					
	FL5	0.817					
PURCHASE INTENTION	PI1	0.815	0.812	0.819	0.889	0.728	0.630
	PI2	0.843					
	PI3	0.900					

Source: Primary Data, Processed with Smartpls Ver. 4.0, 2024

Table 4 Discriminant validity

	ATTITUDE	FLOW EXPERIENCE	PURCHASE INTENTION	SUBJECTIVE NORM
ATTITUDE	0.832			
FLOW EXPERIENCE	0.604	0.777		
PURCHASE INTENTION	0.723	0.670	0.853	
SUBJECTIVE NORM	0.717	0.639	0.690	0.898

Source: Primary Data, Processed with Smartpls Ver. 4.0, 2024

The analysis demonstrates from table 3 that each construct in the study has an Average Variance Extracted (AVE) value above the recommended threshold of 0.50, indicating that the majority of the variance in the observed variables is effectively explained by their underlying constructs. The AVE values, ranging from 0.603 to 0.806, suggest a high level of variance captured by the constructs. Additionally, the Composite Reliability (CR) for all constructs exceeds 0.70, confirming strong internal consistency, with CR values ranging from 0.871 to 0.892. The rho_A values for all constructs are also above 0.70, further reinforcing the reliability of the measurement model, as these values range from 0.759 to 0.843. Moreover, Cronbach's Alpha values for each construct exceed the acceptable threshold of 0.70, further validating the internal consistency and reliability of the constructs, with values ranging from 0.759 to 0.836. Collectively, these results indicate that the constructs within the theoretical framework exhibit strong convergent validity, meaning that the indicators for each construct are well-correlated and consistently measure the intended underlying factors. The fulfillment of the AVE, CR, rho_A, and Cronbach's Alpha criteria confirms the robustness of the theoretical framework used in this research. An overall approach to model evaluation was employed, which is based on the interpretation of both converging and diverging evidence. This comprehensive evaluation confirmed that the theoretical framework meets the criteria for convergent validity (Bagozzi & Yi, 1988). Table 4 shows that the standardized criteria of discriminant validity fulfill this study

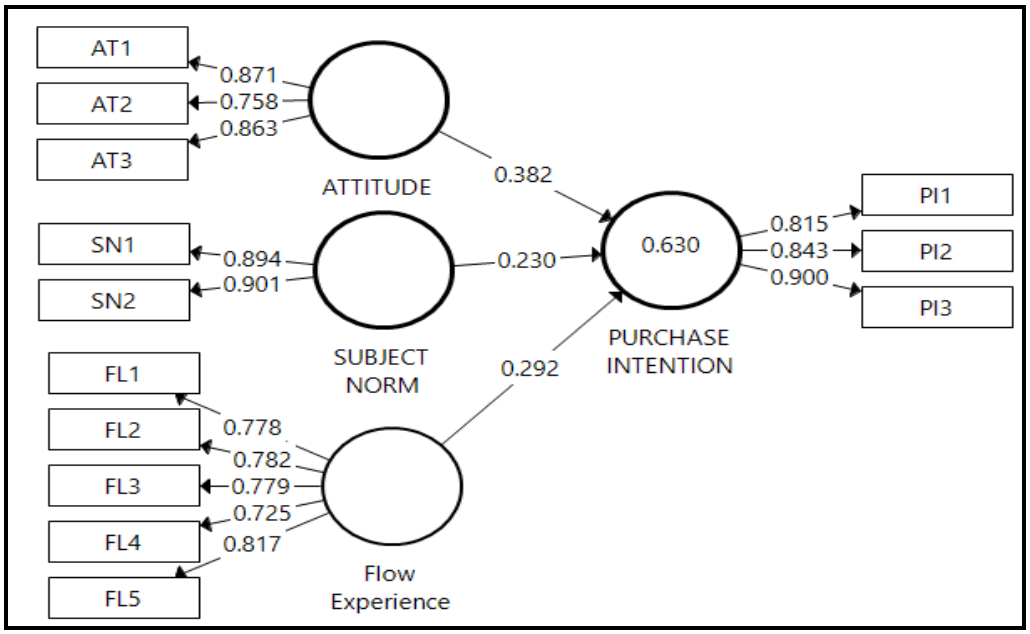

Figure 2. Measurement Model

Source: Primary Data, Processed with Smartpls Ver. 4.0, 2024

Table 5. R Square and R Squared Adjusted

	R Square	R Square Adjusted
PURCHASE INTENTION	0.630	0.620

Source: Primary Data, Processed with Smartpls Ver. 4.0, 2024

Based on the table 5, the R-square value for Purchase Intention was found to be 0.630, which indicates that 63.0% of the variance in Purchase Intention can be explained by the independent variables in the model. This result demonstrates a moderate level of predictive accuracy, as the R-square value is above 0.50, though it does not reach the threshold of 0.67, which is typically considered strong. Nonetheless, the model still provides a substantial explanation for the variation in Purchase Intention, making it a valuable indicator of the underlying factors that influence this behavior.

Table 6 Direct and indirect relationships

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ATTITUDE -> PURCHASE INTENTION	0.382	0.378	0.081	4.713	0.000
SUBJECTIVE NORM -> PURCHASE INTENTION	0.230	0.232	0.103	2.228	0.026
FLOW EXPERIENCE -> PURCHASE INTENTION	0.292	0.299	0.097	3.022	0.003

Source: Primary Data, Processed with Smartpls Ver. 4.0, 2024

The statistical analysis from Table 6 reveals significant relationships between attitude, Subjective norm, flow experience, and Purchase intention. Attitude exerts the strongest positive influence on Purchase intention, with an original sample value of 0.382 and a T-value of 4.713. The P-value of 0.000 ($P < 0.05$) indicates that this relationship is highly significant, suggesting that individuals with a positive attitude are much more likely to express a strong intention to make a purchase.Subjective norm also plays a meaningful role in shaping Purchase intention, although its influence is more moderate. With an original sample value of 0.230, a T-value of 2.228, and a P-value of 0.026 ($P < 0.05$), the data suggests that social pressures or expectations from others still significantly affect an individual's intention to buy, though to a lesser extent than attitude.Flow experience contributes positively to Purchase intention as well, with an original sample value of 0.292, a T-value of 3.022, and a P-value of 0.003 (P <

0.05). This indicates that a customer's immersive experience during the Purchase process also enhances their intention to buy. In summary, attitude, Subjective norm, and flow experience all significantly impact Purchase intention, with attitude exerting the most substantial influence.

V. DISCUSSION

The findings demonstrated that all relationships in the model were supported, with significant impacts of Attitude, Subjective Norm, and Flow on Purchase IntentionThe strongest effect was observed between Attitude and Purchase Intention, confirming Hypothesis H1, which states that Attitude influences purchase intention. This aligns with several studies, such as Zhang et al. (2024), Khan et al. (2023), and Tiwari et al. (2024), which have shown that Attitude plays a crucial role in shaping purchase intentions, serving as both a direct and indirect mediator in various contexts, including social commerce platforms, organic food purchases, and fashion influencer marketing. Attitude reflects an overall consumer evaluation, influenced by emotions, feelings, and beliefs, leading to a stronger intention to buy when these evaluations are positive (Anggelina & Japarianto, 2014). Shanbhag et al. (2023) further emphasize that Attitude has the most substantial impact in cause-related marketing campaigns.

The relationship between Subjective Norm and Purchase Intention was found to be significant, supporting Hypothesis H2, which posits that Subjective Norm influences purchase intention. This supports the idea that social influences, or the perceived pressure from others, play a critical role in shaping Purchase intentions, as indicated by studies such as Hasbullah et al. (2016), Shanbhag et al. (2023), and Khan et al. (2024), which found that SUBJECTIVE Norm significantly influences purchase intentions across various product categories, including cosmetics and products associated with cause-related marketing campaigns.

Flow Experience demonstrated a significant impact on Purchase Intention, supporting Hypothesis H3, which states that Flow Experience influences purchase intention. With a path coefficient confirming its importance in driving purchase behavior. This is consistent with findings from Mustafi et al. (2020), Liu et al. (2022), and Goli et al. (2021), who highlighted that the Flow experience not only mediates the relationship between other factors and purchase intention but also plays a critical role in enhancing consumer engagement and satisfaction, thereby boosting their intention to purchase. Flow's positive effect on Purchase Intention is evident in various contexts, such as online advertising for smartphones, social media marketing, and in-game purchases during mobile gaming. These results collectively confirm the theoretical framework's robustness and emphasize the significant roles of Attitude, Subjective Norm, and Flow in influencing Purchas Intention, consistent with a broad body of literature.

VI. CONCLUSSION AND LIMITATION

The findings of this study demonstrate that all the hypothesized relationships in the model were supported, with Attitude, Flow Experience, and Subjective Norm all having significant effects on Purchase Intention. Among these factors, Attitude emerged as the strongest predictor, highlighting that consumers' overall evaluations, shaped by their emotions, feelings, and beliefs, play a critical role in driving their intention to purchase. This underscores the importance of fostering positive attitudes towards products to enhance purchase intentions. The significance of Flow Experience, or the sense of enjoyment and engagement during the Purchase process, further emphasizes the value of creating a pleasurable shopping experience. Additionally, Subjective Norms, or the influence of societal expectations and perceived social pressure, were found to significantly affect Purchase intentions, underlining the critical role of social factors in consumer decision-making. Overall, the study confirms that Attitude, Flow Experience, and Subjective Norms are key determinants of Purchase intention, aligning with existing literature on consumer behavior.

The digital Ecosystem is increasingly complex and interconnected, encompassing various domains such as social media, e-commerce, socio-commerce, and gaming. Each component significantly influences the others, particularly as social media gives rise to socio-commerce. Here, social platforms integrate with commercial activities, facilitating new ways of shopping and selling. The impact on Generation Alpha, in particular, is profound. This generation spends significant time over two hours per week—engaged in online shopping, with their Purchase decisions heavily swayed by online marketing and social trends, particularly those encountered through gaming and social media platforms. These platforms effectively blend entertainment with commerce, creating an environment where content and trends directly influence the shopping habits of Generation Alpha. Thus, gaming and social media not only serve as entertainment sources but also function as powerful marketing tools, introducing and promoting products to this young audience and making them integral to the digital marketplace. Given these findings, the implications for businesses, marketers, and digital platform developers are substantial. First, the strong influence of Attitude on Purchase Intention suggests that businesses must focus on building and maintaining positive consumer perceptions of their products. This can be achieved through consistent branding, quality assurance, and customer engagement strategies

that resonate emotionally with consumers. Understanding that attitudes are formed by past experiences and perceptions, businesses should ensure that each interaction with the consumer whether online or offline reinforces positive feelings and beliefs about the product or service.

Moreover, the importance of Flow Expereince indicates that the user experience on digital platforms should be designed to be as engaging and enjoyable as possible. Companies can enhance Flow by creating intuitive, aesthetically pleasing, and interactive online environments where consumers can easily navigate and explore products. For instance, gamification strategies, where shopping is integrated with game-like elements, can increase consumer engagement and lead to higher purchase intentions. Finally, the impact of SUBJECTIVE Norms on Purchase behavior highlights the need for businesses to leverage social influence in their marketing strategies. This can include utilizing influencers, social proof (such as reviews and ratings), and community-driven content to create a sense of social approval and encourage Purchase behavior. Given that Generation Alpha is particularly susceptible to social influences, businesses targeting this demographic should focus on creating a strong online presence, especially on social media and gaming platforms where these young consumers are most active.

In conclusion, the integration of Attitude, Flow Experience and Subjective Norms within the digital Platform creates a powerful framework for understanding and influencing consumer Purchase intentions. Businesses that can effectively leverage these factors within their digital strategies will be better positioned to capture the attention and spending power of Generation Alpha and other tech-savvy consumers in the rapidly evolving digital marketplace.

This study, like previous research, has some limitations that should be acknowledged for future investigations. One key limitation is that the sample was drawn primarily from Generation Alpha in Indonesia, which may limit the generalizability of the findings to other regions or countries. The cultural and economic context in Indonesia could influence the relationships between Attitude, Flow Experience, Subjective Norm, and Purchase Intention, and these dynamics might differ in other cultural settings. Furthermore, as Generation Alpha continues to grow and develop, their behaviors and preferences may evolve, potentially altering the way these factors interact with Purchase intentions over time. Future research should consider these changes and explore whether the observed relationships hold true as this generation matures. Additionally, the study did not account for variables such as hedonic motivation, electronic satisfaction, or consumer awareness, which could serve as mediating or moderating factors in the relationship between the identified predictors and Purchase intention. Including these variables in future studies could provide a more comprehensive understanding of the factors that drive online Purchase behavior, particularly in a rapidly evolving digital landscape

Appendix

Scale Items

Attitude

1. Online shopping and purchasing game vouchers are convenient
2. E-commerce, social commerce, and social media provide more product information and reviews than physical stores.
3. I enjoy shopping and purchasing game vouchers online, as it's a seamless part of the digital ecosystem.

Subjective Norm

1. Friends' recommendations are important for my online shopping and game purchases.
2. I shop online or buy game vouchers because many of my friends do

Flow Experience

1. Seeing recommended videos or positive game reviews on social media or social commerce makes me happy
2. I'm drawn to social media, social commerce, and e-commerce product suggestions and game reviews
3. Time flies when I'm on social media, social commerce, or e-commerce platforms, or when playing games
4. I focus on social media, social commerce, e-commerce, or games.
5. Don't disturb me when I'm gaming or scrolling through social media, social commerce, or e-commerce platforms.

Purchase Intention

1. I'll soon check out on social media, social commerce, or e-commerce, or purchase a game.
2. I prefer shopping online over going to stores because it's more convenient
3. I like buying things online or topping up games online.

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