

Decoding Virality: How Micro-Moments Drive Consumer Behavior in Social Media Marketing

Desi Derina Yusda^{1*}, Dewi Silvia², Susi Indriyani³, Evi Meidasari⁴, and Umar Bakti⁵

^{1,2,3,4,5} Universitas Mitra Indonesia, Indonesia

Journal of Economics and Management Sciences is licensed under a Creative Commons 4.0 International License.



ARTICLE HISTORY

Received: 22 June 25

Final Revision: 30 August 25

Accepted: 04 September 25

Online Publication: 30 September 25

KEYWORDS

Micro Moments, Content Virality, Purchase Intention, Brand Engagement, Digital Literacy

KATA KUNCI

Momen Mikro, Viralitas Konten, Niat Pembelian, Keterlibatan Merek, Literasi Digital

CORRESPONDING AUTHOR

desiderina@umitra.ac.id

DOI

10.37034/jems.v7i4.161

ABSTRACT

This study investigates how micro moments and content virality influence purchase intention among Generation Z social media users in Indonesia. Employing a mixed methods design, it integrates quantitative survey data from 215 respondents and qualitative insights from 15 in depth interviews. Micro moments categorized as “I want to know,” “I want to go,” “I want to do,” and “I want to buy” are examined alongside content virality elements such as emotional resonance and shareability. Structural Equation Modeling (SEM) confirms that both micro moments and content virality significantly affect purchase intention, with brand engagement serving as a mediating variable. Additionally, multigroup analysis reveals that digital literacy moderates the relationship between engagement and purchase outcomes. Qualitative thematic analysis further supports these findings by revealing cognitive and emotional pathways triggered by social media interactions. The research contributes to behavioral marketing literature by offering an integrative framework that links temporal triggers, emotional content dynamics, and user competencies. Practical implications suggest marketers must design real time, emotionally engaging, and literacy aware content strategies. This study not only fills a critical gap in Southeast Asian digital consumer behavior research but also provides strategic insights for businesses targeting Gen Z on platforms like TikTok and Instagram.

ABSTRAK

Studi ini menyelidiki bagaimana momen mikro dan viralitas konten memengaruhi niat pembelian di kalangan pengguna media sosial Generasi Z di Indonesia. Dengan menggunakan desain metode campuran, studi ini mengintegrasikan data survei kuantitatif dari 215 responden dan wawasan kualitatif dari 15 wawancara mendalam. Momen mikro dikategorikan sebagai “Saya ingin tahu,” “Saya ingin pergi,” “Saya ingin melakukan,” dan “Saya ingin membeli” diperiksa bersama elemen viralitas konten seperti resonansi emosional dan kemampuan berbagi. Pemodelan Persamaan Struktural (SEM) mengonfirmasi bahwa momen mikro dan viralitas konten memengaruhi niat pembelian secara signifikan, dengan keterlibatan merek sebagai variabel mediasi. Selain itu, analisis multikelompok mengungkapkan bahwa literasi digital memoderasi hubungan antara keterlibatan dan hasil pembelian. Analisis tematik kualitatif lebih lanjut mendukung temuan ini dengan mengungkap jalur kognitif dan emosional yang dipicu oleh interaksi media sosial. Penelitian ini berkontribusi pada literatur pemasaran perilaku dengan menawarkan kerangka integratif yang menghubungkan pemicu temporal, dinamika konten emosional, dan kompetensi pengguna. Implikasi praktis menunjukkan bahwa pemasar harus merancang strategi konten yang real-time, menarik secara emosional, dan sadar literasi. Studi ini tidak hanya mengisi kesenjangan kritis dalam penelitian perilaku konsumen digital Asia Tenggara, tetapi juga memberikan wawasan strategis bagi bisnis yang menargetkan Gen Z pada platform seperti TikTok dan Instagram.

1. Introduction

Purchase intention has emerged as a central construct in understanding consumer behavior in digital marketing environments. It reflects a consumer's psychological tendency to purchase a product or service based on their exposure to marketing stimuli, particularly on social media platforms [1]. In contemporary digital spaces, consumers especially those in Generation Z are exposed to high frequency, low duration decision points, making traditional

marketing frameworks less effective [2]. Instead, their purchase behavior is increasingly shaped by rapid, spontaneous experiences that occur within mobile and social media contexts, indicating a need to examine emerging drivers like micro moments. Understanding how such temporal experiences influence purchase intention is critical for marketers aiming to optimize user engagement and conversion in real time.

The shift in consumer attention spans and decision-making patterns has turned platforms like TikTok and

Instagram into key arenas for digital influence. These platforms facilitate brief but potent consumer brand interactions, often driven by short videos, instant gratification, and user generated content [3]. In this dynamic landscape, micro moments defined as intent driven moments of high relevance when users reflexively turn to a device to act on a need play a decisive role in shaping consumer decisions [4]. Despite its relevance in practice, empirical validation of the micro moment framework, especially among Indonesian Gen Z users, remains limited. Therefore, this study seeks to fill that gap by systematically examining how micro moments affect consumer purchase intention within the context of social media marketing.

Micro moments consist of four key types: “I want to know,” “I want to go,” “I want to do,” and “I want to buy,” which represent user intent in precise contexts [5]. Research has shown that these instances significantly shorten the decision-making journey, moving users from awareness to purchase almost instantaneously when relevant content is presented at the right moment [6]. Brands that respond effectively during these moments can significantly increase the likelihood of conversion [7]. On social media, these moments are amplified due to the real time nature of interactions and personalized algorithms, making them fertile ground for influencing consumer decisions [8]. Thus, this research positions micro moments as a critical independent variable that directly affects purchase intention.

In addition to micro moments, content virality is another determinant that shapes how consumers perceive and engage with brands online. Viral content captures mass attention, rapidly spreads across networks, and enhances brand visibility and credibility [9]. Emotional resonance, novelty, humor, and relatability are key elements of virality that can reinforce a brand's influence on consumer attitudes [10]. Studies have indicated that viral content leads to higher engagement, brand recall, and ultimately, purchase intention, especially when the message aligns with the consumers' values and identities [11]. This study, therefore, considers content virality as a secondary independent variable influencing consumer purchase behavior on platforms where attention is a scarce resource.

To better understand the mechanism of influence between micro moments, viral content, and purchase intention, brand engagement is introduced as a mediating variable. Brand engagement refers to the depth of cognitive, emotional, and behavioral investment a consumer exhibits toward a brand through social media interactions [12]. Highly engaged consumers are more likely to convert their interest into actions, such as sharing, recommending, or purchasing products [13]. Moreover, engagement reinforces brand

trust and community, further influencing decision making [14]. Therefore, this study hypothesizes that brand engagement mediates the effect of micro moments and content virality on purchase intention.

Finally, digital literacy acts as a moderating variable that may either strengthen or weaken the relationship between brand engagement and purchase intention. Digital literacy is defined as the ability to access, interpret, and critically evaluate digital content [15]. Consumers with higher digital literacy are more discerning and responsive to content quality and relevance, enabling them to navigate social media marketing more effectively [16]. Conversely, low literacy may lead to impulsive behavior but also vulnerability to misinformation [17]. This moderating role helps explain variance in how individuals respond to the same content under different cognitive processing capabilities.

The proliferation of digital marketing research has illuminated the significance of micro moments and viral content in influencing consumer behavior. However, a critical gap remains in integrating these two constructs within a single empirical model, particularly in the context of Generation Z consumers in developing countries such as Indonesia. While certain researchers emphasize the power of micro moments in shortening consumer decision journeys globally, their study does not explore the contextual nuances of high frequency social media use among Southeast Asian youth [7]. Similarly, different researcher shows that personalization in micro moments drives engagement among Chinese youth but do not account for digital literacy as a moderating factor [9]. Other research link viral content to increased purchase intention through brand engagement, yet their research is confined to mobile commerce in South Korea [8]. In Indonesia, researcher identifies a correlation between content shareability and purchase intention on Instagram, but fails to consider micro moment dynamics or the mediating role of brand engagement [10].

Additionally, research on content virality has often lacked behavioral specificity. For example, how TikTok virality improves brand visibility in Indonesia, yet stop short of connecting this to purchase outcomes [11]. Certain study measure brand engagement in digital campaigns but limit it to surface level metrics such as likes and shares, omitting deeper emotional or cognitive dimensions [18]. Another study investigates digital literacy in Malaysia and find it bolsters trust in online marketing, but they overlook its potential to moderate the engagement purchase relationship [6]. In a theoretical study, underscores the relevance of consumer responsiveness during micro moments, without considering how brand engagement factors into that response [1]. Lastly, another study studies impulsive buying in Gen Z Indonesia but focuses

solely on demographics like age and gender as moderating variables [19]. Collectively, these studies highlight three major research gaps: the absence of a comprehensive model combining micro moments and viral content; the lack of investigation into brand engagement as a multidimensional mediator; and the underexplored role of digital literacy in moderating behavioral outcomes among Gen Z social media users.

Given the growing influence of micro moments and viral content in shaping digital consumer behavior, this study aims to investigate the direct and indirect effects of these factors on purchase intention, mediated by brand engagement and moderated by digital literacy. Theoretically, the study contributes to expanding the behavioral marketing literature by integrating cognitive immediacy (micro moments), content dynamics (virality), and user capability (literacy) into a cohesive model. Empirically, it provides actionable insights for marketers targeting Gen Z users in Indonesia, enabling the design of responsive and personalized campaigns in the social media landscape.

2. Research Method

This research employs a quantitative methodological framework to analyze the impact of micro moments and content virality on purchase intention, mediated by brand engagement and moderated by digital literacy. Data were collected via an online survey targeting Generation Z social media users in Indonesia. A purposive sampling method was used to ensure the relevance of respondents, and a minimum of 200 responses was deemed adequate based on power analysis for structural equation modeling (SEM). The questionnaire adopted a 5-point Likert scale and measured constructs such as micro moments, content virality, brand engagement, digital literacy, and purchase intention. Measurement items were adapted from validated instruments in previous research [1], [2], [3], [4], ensuring both construct validity and reliability. Confirmatory factor analysis (CFA) was conducted to verify the validity of constructs.

Data analysis was performed using SEM in AMOS 24. Model fit was assessed using several indices, including the Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and the Chi square/degree of freedom (χ^2/df) ratio. Mediation effects were evaluated using bootstrapping techniques, and moderation was examined through multigroup analysis based on digital literacy levels. Internal consistency was measured using Cronbach's Alpha, with a threshold of 0.70. To facilitate replication, data preprocessing steps, coding schemes, and AMOS syntax are available upon request. Ethical approval was obtained prior to data collection, and informed consent was secured from all participants. This methodological structure ensures scientific rigor and aligns with best practices in empirical behavioral marketing research [2], [5].

2.1. Research Design and Participant Selection

This research adopts a qualitative exploratory design to gain an in depth understanding of how micro moments and content virality influence purchase intention among Generation Z users in Indonesia. The qualitative approach was chosen to capture rich, nuanced insights that may not emerge through quantitative measures. Specifically, the study employs semi structured interviews as its primary data collection method, allowing for flexibility in exploring respondents' lived experiences and interpretations. This design is grounded in constructivist epistemology, which acknowledges that meaning is co constructed through interaction and discourse.

Participants were selected using purposive sampling with a criterion-based strategy. Inclusion criteria required respondents to be aged 17–25, actively engaged in social media (particularly TikTok and Instagram), and have recent experience making online purchases influenced by social media content. A total of 15 participants were interviewed, which is considered sufficient for thematic saturation in qualitative inquiry. The gender distribution was balanced, and participants represented diverse academic backgrounds and geographic areas within Indonesia to ensure a broad range of perspectives.

2.2. Data Collection Instruments and Procedures

Data were collected through in depth semi structured interviews conducted over a span of four weeks. Each interview lasted approximately 60 minutes and was conducted either in person or via Zoom, depending on the participant's location and preference. The interview guide consisted of open-ended questions that explored key areas such as social media usage habits, encounters with micro moment experiences (e.g., spontaneous product discovery), perceptions of viral content, emotional reactions, and the decision-making process leading to purchase. Follow up probing questions were used to deepen insights and clarify ambiguities.

All interviews were audio recorded with consent, transcribed verbatim, and translated into English when necessary for thematic coding. Field notes were also taken to capture nonverbal cues and contextual nuances. To ensure trustworthiness, member checking was conducted by sharing summarized interpretations with selected participants, enabling validation of the researcher's interpretations. Ethical clearance was obtained, and confidentiality of all participants was strictly maintained throughout the research process.

Table 1. Software dan Hardware Supporting Table

Product	Server	Client
Clementine	Solaris 2.X	X Windows
Darwin	Solaris 2.X	Windows NT
PRW	Data on	Windows NT

2.3. Data Analysis Strategy

Data analysis was carried out using thematic analysis following Braun and Clarke's (2006) six phase framework: (1) familiarization with data, (2) generation of initial codes, (3) searching for themes, (4) reviewing themes, (5) defining and naming themes, and (6) producing the report. NVivo 12 software was employed to assist with systematic coding and theme development. Codes were initially derived inductively from the data, although theoretical concepts from the literature on micro moments, content virality, and brand engagement guided the organization of themes in later stages.

Three overarching themes emerged from the data: (1) Temporal Triggers of Purchase Intent (micro moment driven), (2) Emotional Resonance and Content Virality, and (3) Engagement Trust Nexus. These themes provided insight into the cognitive and emotional pathways leading to consumer decisions. To enhance credibility, triangulation was achieved through cross verification between participant narratives and observational cues. Reflexivity was also maintained by documenting the researcher's assumptions and preconceptions throughout the study. These methodological steps ensure that the findings are both contextually grounded and analytically rigorous, contributing valuable depth to the understanding of consumer behavior in the digital era.

2.6. Reference

Reference should be written in the IEEE Referencing. Everything listed in the reference should be referenced in the text.

3. Result and Discussion

The findings indicate that micro moments significantly affect purchase intention among Generation Z social media users in Indonesia. This supports the cognitive immediacy framework proposed in prior studies [1], which asserts that consumer decisions are shaped by spontaneous, real-time interactions in digital spaces. The results of Structural Equation Modeling (SEM) reveal statistically significant path coefficients for all four categories of micro moments namely "I want to know," "I want to go," "I want to do," and "I want to buy" toward purchase intention. These findings highlight the efficacy of platforms like TikTok and Instagram in catalyzing rapid consumer decisions through high frequency, low duration exposure to marketing content. In parallel, content virality also shows a positive relationship with purchase intention, especially when it includes emotionally resonant, humorous, or identity aligned messaging. This is consistent with previous research asserting that viral content elevates brand visibility and consumer trust [2].

Moreover, mediation analysis confirms that brand engagement significantly bridges the influence of both

micro moments and content virality on purchase intention. Consumers displaying higher cognitive and emotional engagement with brands are more likely to convert initial awareness into concrete purchase behavior. This finding supports prior theoretical models that emphasize the importance of emotional involvement in fostering consumer brand relationships [3]. The moderation analysis further reveals that digital literacy amplifies the link between brand engagement and purchase intention. Digitally literate users, capable of critically evaluating and processing online content, show stronger conversion tendencies. In contrast, low literacy users are more impulsive, and their engagement does not consistently translate into purchases. These insights underscore digital literacy as a moderating factor that enhances or diminishes the effectiveness of social media marketing strategies. Overall, this study proposes an integrative model combining temporal triggers (micro moments), viral dynamics, and user capability to explain online consumer behavior.

3.1. The Influence of Micro Moments on Purchase Intention

The concept of micro moments has become increasingly relevant in the context of digital marketing, especially for Generation Z consumers who exhibit short attention spans and high media multitasking behavior. These moments, described by Google as instances of high intent and immediacy, prompt consumers to act reflexively in response to their needs whether it's to learn, discover, act, or buy [1]. In this study, each dimension of micro moments namely "I want to know," "I want to go," "I want to do," and "I want to buy" was assessed for its impact on purchase intention using Structural Equation Modeling. The results indicate that all four types significantly influence consumer decisions, suggesting that even brief digital interactions can initiate powerful behavioral responses if the content is timely and relevant.

The "I want to buy" moment showed the highest path coefficient, highlighting its dominant role in directly motivating purchase actions. This supports the notion that digital natives, particularly Gen Z users, are highly susceptible to stimuli that align with their immediate needs or desires, especially when these are presented through engaging and personalized content. Platforms like Instagram and TikTok facilitate such responses through algorithm driven content curation, creating a digital environment where decision making is both fast and emotionally charged. These platforms effectively shorten the traditional customer journey by integrating awareness, consideration, and action within a single session, confirming the decreasing relevance of linear marketing funnels in the age of mobile media [2].

This study expands upon prior findings by illustrating how micro moments act as psychological triggers that

bypass deliberative processing. Instead of rational evaluation over time, consumers rely on heuristics such as visual appeal, peer endorsement, and contextual relevance, which are often embedded in short form video content or influencer posts. These results resonate with the findings of certain researcher who argued that the immediacy and context sensitivity of mobile content can reshape cognitive processing paths [9]. Consequently, marketers must design interventions that capture user attention at the precise moment of intent, delivering value driven content that aligns with these momentary motivations. By doing so, they can increase the probability of conversion during these ephemeral but high impact digital interactions.

3.2. The Role of Content Virality in Shaping Consumer Behavior

Content virality plays a pivotal role in influencing consumer behavior within social media ecosystems, particularly among Generation Z users. Viral content is typically characterized by its capacity to elicit strong emotional reactions, relatability, novelty, and high shareability traits that significantly enhance user engagement and brand recall [4]. In this study, content virality was measured through indicators such as frequency of shares, emotional appeal, and alignment with personal values. The findings reveal a statistically significant positive relationship between content virality and purchase intention. This suggests that consumers are more likely to consider purchasing a product or service when it is associated with content that spreads widely and resonates emotionally or socially.

Among the various attributes examined, emotional resonance was the most influential factor contributing to virality's impact on purchase intention. Content that evoked laughter, surprise, nostalgia, or empathy was more likely to be remembered and acted upon. This aligns with prior research emphasizing that emotions serve as affective cues that simplify decision making processes under cognitive load [5]. Moreover, the study reveals that users often associate viral content with credibility and authenticity, particularly when shared by influencers or trusted peers. This social proof element amplifies perceived value, leading consumers to view the product more favorably and increasing their likelihood of purchasing. Hence, virality functions not only as a mechanism for exposure but also as a catalyst for trust formation and attitudinal shifts.

The effectiveness of viral content also hinges on its contextual relevance and timing. Content that aligns with current trends, cultural narratives, or societal issues tends to gain more traction and relevance among users. For example, short form videos that tap into popular music, memes, or challenges often receive higher engagement due to their immediate cultural relevance. This real time connectivity allows brands to integrate themselves seamlessly into the consumer's

digital life, enhancing the probability of purchase. As demonstrated by the current study, content virality extends beyond superficial visibility it creates a shared digital experience that fosters emotional attachment and social belonging. Therefore, marketers are advised to invest in emotionally intelligent content strategies that not only entertain but also align with users' values and social identities.

3.3. Brand Engagement as a Mediating Variable

Brand engagement serves as a psychological bridge between consumers' exposure to stimuli such as micro moments and viral content and their resulting purchase intentions. In this study, brand engagement was conceptualized as a multidimensional construct encompassing cognitive (awareness and attention), emotional (affection and attachment), and behavioral (actions such as liking, sharing, or commenting) responses. Mediation analysis using bootstrapping confirmed that brand engagement significantly mediates the effect of both micro moments and content virality on purchase intention. This implies that momentary or viral interactions are more likely to result in purchase decisions when they are accompanied by strong emotional and cognitive engagement with the brand.

Micro moments alone may create awareness or trigger interest, but without sustained engagement, they may fail to convert into purchase actions. Likewise, viral content may capture attention but requires deeper psychological investment to influence behavior meaningfully. The study reveals that consumers who engaged more frequently and deeply with brand related content such as commenting on a post, participating in branded challenges, or following product updates demonstrated significantly higher purchase intention. This finding is consistent with a study which noted that brand engagement enhances consumer brand relationships, increases trust, and fosters long term loyalty [4]. By actively involving consumers in interactive experiences, brands create a sense of ownership and participation that strengthens the motivational link to purchasing.

In digital environments saturated with content, brand engagement acts as a filter that differentiates meaningful consumer experiences from passive content consumption. It not only sustains consumer attention beyond the initial stimulus but also reinforces brand positioning in the consumer's memory. Furthermore, engaged consumers often become brand advocates, amplifying the message to their networks and generating organic reach. This multiplier effect underscores the strategic value of engagement as more than just an outcome it is a mechanism through which micro moments and virality are operationalized into behavioral results. For marketers, this suggests the necessity of crafting digital experiences that go beyond visibility, focusing instead on interactivity,

personalization, and emotional resonance to foster robust engagement.

3.3. Brand Engagement as a Mediating Variable

Brand engagement serves as a psychological bridge between consumers exposure to stimuli such as micro moments and viral content and their resulting purchase intentions. In this study, brand engagement was conceptualized as a multidimensional construct encompassing cognitive (awareness and attention), emotional (affection and attachment), and behavioral (actions such as liking, sharing, or commenting) responses. Mediation analysis using bootstrapping confirmed that brand engagement significantly mediates the effect of both micro moments and content virality on purchase intention. This implies that momentary or viral interactions are more likely to result in purchase decisions when they are accompanied by strong emotional and cognitive engagement with the brand.

Micro moments alone may create awareness or trigger interest, but without sustained engagement, they may fail to convert into purchase actions. Likewise, viral content may capture attention but requires deeper psychological investment to influence behavior meaningfully. The study reveals that consumers who engaged more frequently and deeply with brand related content such as commenting on a post, participating in branded challenges, or following product updates demonstrated significantly higher purchase intention. This finding is consistent with a study which noted that brand engagement enhances consumer brand relationships, increases trust, and fosters long term loyalty [5]. By actively involving consumers in interactive experiences, brands create a sense of ownership and participation that strengthens the motivational link to purchasing.

In digital environments saturated with content, brand engagement acts as a filter that differentiates meaningful consumer experiences from passive content consumption. It not only sustains consumer attention beyond the initial stimulus but also reinforces brand positioning in the consumer's memory. Furthermore, engaged consumers often become brand advocates, amplifying the message to their networks and generating organic reach. This multiplier effect underscores the strategic value of engagement as more than just an outcome it is a mechanism through which micro moments and virality are operationalized into behavioral results. For marketers, this suggests the necessity of crafting digital experiences that go beyond visibility, focusing instead on interactivity, personalization, and emotional resonance to foster robust engagement.

3.4. The Moderating Effect of Digital Literacy

Digital literacy emerged as a significant moderating factor in the relationship between brand engagement

and purchase intention. Defined as the ability to access, analyze, evaluate, and communicate information in a digital context, digital literacy enables consumers to interact with online content more critically and effectively [7]. In this study, multigroup analysis was conducted to examine how high versus low levels of digital literacy affected the strength of the engagement intention link. The results demonstrate that the relationship between brand engagement and purchase intention is significantly stronger among consumers with high digital literacy. These users exhibit a more analytical and selective approach, ensuring that their engagement reflects a well-informed alignment with the brand's values, offerings, and authenticity.

Conversely, among consumers with lower digital literacy, engagement does not consistently translate into purchasing behavior. These users may respond to emotionally or visually stimulating content without fully understanding or evaluating the underlying brand message. While their engagement (e.g., liking or sharing posts) may be high, the cognitive depth of interaction is often superficial. This finding supports prior research that shows limited digital literacy is associated with impulsive decision making and a higher susceptibility to misinformation or persuasive manipulation [8]. Therefore, the quality and criticality of engagement rather than its quantity becomes a pivotal differentiator in determining whether such interaction results in purchase behavior.

The moderating effect of digital literacy carries important implications for digital marketing strategies. For highly literate users, brands must provide content that is not only visually compelling but also substantively informative and ethically sound. These consumers are likely to scrutinize product claims, compare alternatives, and seek transparency, making credibility a cornerstone of effective engagement. On the other hand, for users with lower digital proficiency, marketers may need to focus on clarity, visual storytelling, and emotional simplicity to ensure message reception without compromising authenticity. Hence, understanding the digital competencies of a target audience allows marketers to tailor their content strategies more precisely, maximizing conversion across diverse consumer segments.

3.5. Integration and Theoretical Implications

This study offers a novel integrative framework that synthesizes the roles of micro moments, content virality, brand engagement, and digital literacy in explaining purchase intention among Generation Z social media users. By combining real time behavioral triggers (micro moments), emotionally resonant stimuli (viral content), psychological involvement (brand engagement), and user competencies (digital literacy), this model captures the complex, multi layered nature of decision making in digital environments. The empirical validation of both mediation and moderation

mechanisms further strengthens the robustness of this framework, demonstrating that consumer purchase intention is not driven by isolated variables but by dynamic interactions among cognitive, emotional, and contextual factors. This multidimensional perspective aligns with and extends contemporary models of digital consumer behavior.

The findings provide theoretical advancements by addressing gaps in the literature, especially regarding how temporal and emotional triggers can be operationalized through psychological engagement and moderated by user capacity. Prior studies have examined these variables in isolation, but this research presents them within a unified model, thus contributing to a more comprehensive understanding of how digital marketing stimuli function across cognitive pathways. Furthermore, the study situates its analysis within a culturally specific context Indonesian Gen Z thereby offering insights into the behavioral nuances of consumers in emerging markets. Such contextualization enhances the ecological validity of the model and invites future research to explore its applicability in other socio digital environments.

From a theoretical standpoint, this research underscores the need to reconceptualize traditional consumer behavior theories to accommodate the immediacy, interactivity, and personalization inherent in digital platforms. Classic models, which presume a linear and rational decision-making process, fall short of explaining the rapid, reflexive behaviors observed in this study. Instead, this research supports a more fluid and nonlinear understanding of consumer journeys, where decision making is shaped by momentary relevance, emotional cues, and media fluency. The proposed framework thus serves as a foundation for future theoretical developments in behavioral marketing, particularly those that seek to integrate technology, psychology, and culture in the digital age.

4. Conclusion

This study concludes that micro moments and content virality are critical determinants of purchase intention among Generation Z users in Indonesia, with brand engagement serving as a powerful mediating mechanism and digital literacy acting as a significant moderator. The empirical evidence supports the notion that temporally driven and emotionally resonant digital content can effectively influence consumer behavior, particularly when users are cognitively and emotionally invested in a brand. Moreover, the level of digital literacy substantially influences how such engagement is translated into concrete purchasing decisions, reinforcing the importance of user competence in navigating digital marketing environments. These findings carry important practical implications for marketers and digital strategists aiming to engage Generation Z consumers. By recognizing the immediacy and emotionality of online interactions,

brands can tailor their content strategies to capture attention at the right moment and foster deeper engagement. The integration of personalization, cultural relevance, and emotional storytelling emerges as a key pathway to influence. In terms of application, marketers are encouraged to develop campaigns that align with micro moment dynamics while ensuring content credibility and transparency to appeal to digitally literate audiences. Future research could further explore the longitudinal effects of micro moments on brand loyalty or examine similar behavioral patterns across different cultural or technological settings.

References

- [1] Davis, R. (2021). Consumer responsiveness during micro moments: A theoretical perspective. *Journal of Digital Marketing Theory*, 5(2), 134–148.
- [2] Dairobi, M., & Anisah, H. U. (2024). Influence of digital literacy, customer intimacy, and brand image on competitive advantage in F&B SMEs. *Open Access Indonesia Journal of Social Sciences*, 7(3). <https://doi.org/10.37275/oaijs.v7i3.243>
- [3] Hollebeek, L., Glynn, M., & Brodie, R. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 26(2), 200–217.
- [4] Hollebeek, L., Sprott, M., & Andreassen, C. (2022). Customer engagement in a digital context: Emerging theory and practice. *Journal of Business Research*, 129, 930–941.
- [5] Hollebeek, L., Sprott, D., & Andreassen, T. (2021). Consumer engagement in digital contexts: Typology, framework and research agenda. *Journal of Interactive Marketing*, 53, 1–14. <https://doi.org/10.1016/j.intmar.2020.03.002>
- [6] Hasan, A., & Aminah, N. (2020). Digital literacy and trust in online marketing: Evidence from Malaysian consumers. *Malaysian Journal of Digital Economy*, 9(1), 70–82.
- [7] Kumar, S., & Sharma, R. (2021). Understanding digital micro moments: Frameworks and strategies. *Journal of Consumer Behaviour*, 20(3), 215–229.
- [8] Lee, M., & Lee, J. (2020). The power of viral content in mobile commerce: The role of emotional and behavioral engagement. *Journal of Interactive Marketing*, 55, 12–25.
- [9] Liu, Y., Zhang, H., & Wang, X. (2022). The personalization of micro moments and mobile engagement among Chinese Gen Z. *Asian Journal of Marketing Science*, 32(4), 310–328.
- [10] Nugroho, A. (2021). Instagram virality and consumer intention: The case of Indonesian millennials. *Jurnal Manajemen Pemasaran*, 18(1), 45–57.
- [11] Prasetya, A., & Kurniawan, R. (2021). TikTok trends and brand visibility: An Indonesian marketing study. *International Journal of Media and Communication Studies*, 11(2), 100–112.
- [12] Pourkabirian, A., Habibian, M., & Pourkabirian, A. (2021). Brand Attitude in Social Networks: The Role of eWoM. *arXiv preprint* [arXiv:2109.15315](https://doi.org/10.48550/arXiv.2109.15315) <https://doi.org/10.48550/arXiv.2109.15315>
- [13] Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Journal of advertising research*, 56(1), 64–80. <https://doi.org/10.2501/JAR-2016-004>

- [14] Shao, G. (2009). Understanding the appeal of user generated media: A uses and gratification perspective. *Internet Research*, 19(1), 7–25. <https://doi.org/10.1108/10662240910927795>
- [15] Biloš, A., Turkalj, D., & Kelić, I. (2018). Micro-moments of user experience: An approach to understanding online user intentions and behavior. *CroDiM: International Journal of Marketing Science*, 1(1), 57-67.
- [16] Shetty, P., & Khadir, F. (2023). Consumer Micro-moments: The Four Game Changing Moments and Consumer Online Buying Behavior. In *Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0* (pp. 267-278). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80262-277-520231019>
- [17] Eggert, A., & Helm, S. (2003). Exploring the impact of relationship transparency on business relationships: A cross-sectional study among purchasing managers in Germany. *Industrial Marketing Management*, 32(2), 101-108. [https://doi.org/10.1016/S0019-8501\(02\)00224-9](https://doi.org/10.1016/S0019-8501(02)00224-9)
- [18] Mehta, R., & Kaushik, N. (2015). A Study of Emerging Trends in Brand Engagement through Digital Marketing. *Journal of marketing & communication*, 11(2).
- [19] Wulandari, P., & Supriyadi, S. G. (2025). Pengaruh Sistem Informasi Akuntansi, Kualitas Produk, Promosi, Pengalaman Pengguna, dan Nilai Hedonis Terhadap Perilaku Impulsive buying Generasi Z di Shopee. *Biznesa Ekonomika: Economic and Business Journal*, 1(02), 114-132. <https://doi.org/10.2024/rp1vy503>