



# The Mediating Effect of Omnichannel and Time of Engagement on the Relationship Between Consumer Engagement and Purchase Intention for Digital Products

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**Abstract.** The development of omnichannel poses a challenge in building consumer engagement that influences the purchase intention of digital products. This study aims to investigate the influence of consumer engagement (CE) on purchase intention (PI) with the mediation of omnichannel (OC) and time of engagement (TE). The methodology used is an online survey with purposive sampling involving 144 respondents who have purchased digital products. The results reveal that omnichannel and time of engagement collectively mediate the influence of consumer engagement on purchase intention. However, time of engagement alone does not directly impact purchase intention, and consumer engagement also does not have a direct effect. The result also shows the importance of omnichannel in marketing strategies to enhance purchase intention.

**Keywords:** omnichannel, time of engagement, consumer engagement, purchase intention, digital product

## 1 Introduction

In the era of abundant information, the popularity of digital products such as e-books, webinars, online courses, and digital images is increasing rapidly [1], [2]. These products serve various consumer needs, from entertainment to education and professional development [3]. Consumers are constantly informed with content across multiple channels, such as websites, social media, and email [4], [5], [6]. Digital products offer ease of access, variety of content, and affordability [7], [8]. Despite their inherent appeal, digital products face unique challenges, namely the increasing customer journey in a competitive and complex omnichannel environment.

Unlike physical items, which have a clear purchasing path, the digital product customer journey is not always clear [9], [10]. Customers get information from various sources, including website product pages, social media posts, instructional blog articles, and app feature features [5], [11]. This fragmented ecosystem presents various marketing challenges for producers and content creators. Content creators struggle to navigate

digital products; therefore, establishing strong marketing strategies is critical for effectively reaching their targeted customers and standing out in a saturated market [9], [10].

Consumer engagement is a strategy for increasing consumer involvement, action, and connection to products [12], [13], [14]. Consumers make purchases when they engage through brand reputation, products, content, and market influence [15]. Various marketing channels influence consumer engagement [13] and purchasing decisions [16], [17]. Customer engagement is a multidimensional notion that describes a customer's connection with a brand or company. It goes beyond simply buying a product and reflects a deeper level of interaction, involvement, and connection [12], [18].

Previous research has explored the importance of customer journey optimization in various industries. A study by [19] highlights the benefits of mapping customer touch points and adjusting marketing efforts accordingly by optimizing the journey at every stage. Additionally, research by [20] investigates the role of personalization in the customer journey. Their findings show that tailoring content and messaging based on individual needs and preferences can significantly increase engagement and conversion rates. [21] and [13] also researched the influence of customer experience in obtaining product information via omnichannel on consumer engagement. Meanwhile, [16] identified the influence of omnichannel on purchasing decisions. In the era of digital marketing, customers face a complex marketing funnel that includes peer reviews, recommendations, and user-generated content [18]. [18] studied whether the variation in engagement time between one customer and another influences purchasing intention. [22] and [23] found that customer engagement in social media can influence purchase intention and customer acquisition.

This study aims to develop a more rigorous understanding of how consumer engagement influences purchase intention through omnichannel interactions, especially for digital products. Multiple channels provided by producers can lengthen the decision-making process. This paper examines the impact of omnichannel and time of engagement on the relationship between consumer engagement and purchase intention for digital products, aiming to uncover insights into how journey length and engagement shape purchase intention across channels.

## 2 Methods

The research was conducted quantitatively using data collection techniques through online surveys. Respondents are a targeted population whose characteristics are 18-45 years old, have social media, and have previously purchased digital products. Data was obtained from 144 respondents, and the data could be processed from 150 respondents. The questionnaire was designed to measure the research constructs, as in Figure 1. The consumer engagement construct was taken from [24] and [15] consisting of interactions by giving likes, comments, sharing, and following product content. The omnichannel construct is taken from [16], [25], [21] and [13] which consists of consistency of shopping experience and shopping convenience. We used SEM to measure effects and test models. Model fit was measured using AMOS.

Based on the literature and conceptual model, the following hypothesis is formulated:

H1: CE has a direct effect on PI

H2: OC mediates the effect of CE on PI (indirect effect of CE on PI through OC)

H3: TE mediates the effect of CE on PI (indirect effect of CE on PI through TE)

H4: OC and TE mediate the effect of CE on PI

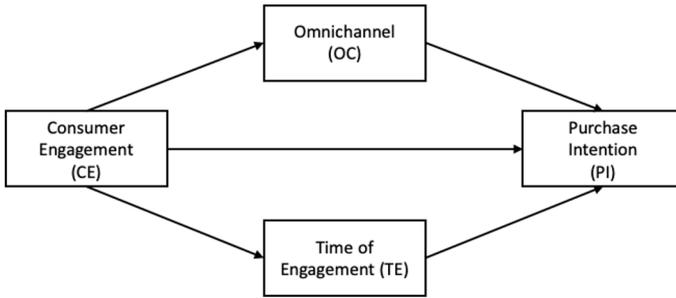


Fig. 1. Model Conceptual (source: author’s work)

### 3 Results and Discussion

#### 3.1 Respondent Characteristic Analysis

Respondents were dominated by women, 76% or 114 people. Over the last 8 (eight) months, online courses and webinars are the most purchased digital products. This aligns with [3] that digital information products are in great demand, especially regarding personal and professional development. The highest value spent is between Rp. 50,000-Rp. 100,000. This value is reasonable considering that the most respondents were 18-24 years old, active students, and workers who wanted to develop their professionalism.

#### 3.2 Model Measurement

The reliability test results show that Cronbach's alpha value is 0.747, so the model is acceptable. The validity test of all indicators shows a significance value of <0.05. Thus, it can be concluded that all questionnaire items are reliable and valid when carrying out measurements.

#### 3.3 Model Fit Measure

Based on the cut-off criteria according to [26], testing the goodness of model fit with AMOS shows that the model fits. It is known that CFI is 0.967, SRMR is 0.068, and p is 0.025 (<0.05). Only the RMSEA criteria have not been met with a value of 0.199. Thus, the model is suitable for use for hypothesis measurement.

**Table 1.** Total Influence, Direct Effect, Indirect Effect, Influence of CE on PI with OC and TL Mediation (source: author's work)

Effect	Statistic	se	p-value	BootLLCI	BootULCI	Remark
<b>Total</b>	.1066	.0158	.0000	.0753	.1379	significant
<b>Direct Effect</b>						
CE-PI	.0303	.0200	.1312	-.0092	.0698	not significant
<b>Indirect Effect</b>						
CE-OC	.2929	.0257	.0000	.2420	.3437	significant
OC-PI	.2510	.0482	.0000	.1556	.3464	significant
CE-TL	-.0707	.0268	.0093	-.1237	-.0177	significant
TL-PI	-.0399	.462	.3949	-.1308	.0519	not significant
CE-OC-PI	.3390	.0155217	.0000	.1837	.5002	significant
CE-TL-PI	.0129	.0326809	.9312	-.0113	.0595	not significant

### 3.4 Direct Effect of CE on PI

The measurement results show that the statistical value is 0.0303 or below the significance limit 0.05. The p-value is above 0.001, so hypothesis H1 regarding the direct influence of CE on PI is rejected. Engagement that only involves one marketing channel does not affect purchasing decisions. Consumers need other channels to convince themselves before purchasing digital products. These findings are connected to [5] and [13]. Various marketing channels provide abundant information, making consumer engagement crucial for digital product sales. Unlike traditional marketing, digital product marketing relies on interaction to drive purchase decisions. Significant engagement occurs through consumer activities on social media, especially when they comment on or follow product accounts—actions that influence purchasing decisions more than likes or shares [24] and [15].

### 3.5 Indirect Effect of CE on PI through Omnichannel Mediation

The measurement results show a significant influence between CE-OC and OC-PI with a large statistical constant value and p-value <0.0001. The mediation effect of OC on CE is relatively the same as that of OC on PI, namely 0.2929 and 0.2510. This shows that omnichannel influences consumer engagement, so practically speaking, producers need to consider using all marketing channels. The use of omnichannel also influences consumer decisions when purchasing digital products. The statistical constant value of the influence of CE on PI through OC mediation is 0.3390 with a p-value <0.0001. Thus, H2 is accepted. This finding is congruent with [16] and [25]; a consistent purchasing experience across omnichannel gives consumers a sense of comfort.

### 3.6 Indirect Effect of CE on PI Through Mediation of Time of Engagement

The engagement time has a significant negative influence (-0.0707) on consumer engagement. However, the engagement time does not affect purchase intention (p-value

0.3949). As many as 59.33% of consumers made purchases after interacting with content for less than 7 days. Only 2% purchase after more than 30 days. The more often you engage with content, the longer it takes consumers to purchase. The constant value of the influence of CE on PI through TE mediation is 0.0129 with a p-value of 0.9312, so H3 is rejected.

### 3.7 Total Effect of CE on PI

The measurement results show that the total effect of CE on PI is significant, with  $c=0.1066$  and  $p<0.001$ . Thus, H4 is accepted. OC has positive significance for both CE and PI. On the other hand, TE has a negative significance on CE but not PI. These findings show that producers must use omnichannel to ensure content consistency and convenience to encourage consumer engagement. In social marketing, producers must consider content that triggers interactions to provide comments and follow accounts. When this happens, it will be easier for consumers to make purchasing decisions.

## 4 Conclusion

Omnichannel mediates the effect of consumer engagement on digital product purchase intention, highlighting the need for effective engagement strategies across multiple channels with engaging, consistent content and consumer convenience. While time of engagement negatively affects consumer engagement, it does not directly influence purchase intention. Future research should explore the diverse digital marketing channels, including dedicated and user-generated ones, which were not covered in this study.

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