

**THE IMPACT OF BRAND AWARENESS, CONTENT MARKETING, &
CUSTOMER ENGAGEMENT ON FEMALE GEN Z'S PURCHASE
INTENTIONS ON INSTAGRAM (STUDY CASE: THENBLANK)**

THESIS

Submitted as Partial Requirements for Bachelor Degree in Undergraduate Study

Program Department of Management in Faculty of Economics of Andalas


University



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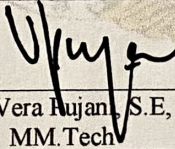
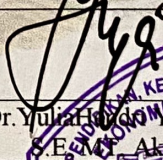
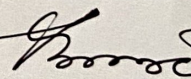
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ABSTRACT

Indonesia's Central Bureau of Statistic stated that nowadays Gen Z dominated the population in Indonesia. This phenomenon drives to the increasing of social media user in Indonesia with Instagram become the top 5 social media that most internet user use. Along with those fact, this study aims to examine the impact of brand awareness, content marketing, and customer engagement in Instagram on female Gen Z's purchase Intention from one of local clothing brand in Indonesia (Thenblank). This study used quantitative approach with online survey technique. This research found that content marketing and customer engagement positively influence brand awareness. Besides, it's shows that purchase intention is positively influenced by content marketing, customer engagement, and brand awareness. Lastly, this research also found that content marketing and customer engagement play a positive role on purchase intention with brand awareness as the mediating variable.

Keywords: *Female Gen Z, Purchase Intention, Brand Awareness, Content Marketing, Customer Engagement, Instagram.*

This thesis is already examined and passed on May 19th, 2021. This abstract already approved by supervisor and examiners:

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