



THE INFLUENCE OF DIGITAL PROMOTION AND ONLINE MARKETING COMMUNICATION ON ADOLESCENTS' CONSUMPTIVE BEHAVIOR IN KOTO MAJIDIN VILLAGE

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Abstract

The development of digital technology has significantly changed adolescents' consumption patterns through exposure to social media such as Instagram, TikTok, and e-commerce platforms. This study aims to analyze the influence of digital promotion and online marketing communication on adolescents' consumptive behavior in Koto Majidin Village. This research employs a quantitative approach using a purposive sampling technique involving 80 respondents aged 15–20 years. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that, partially, digital promotion does not have a significant effect on adolescents' consumptive behavior, while online marketing communication has a positive and significant effect. Simultaneously, both variables significantly influence adolescents' consumptive behavior. The coefficient of determination indicates that the model explains 80.5% of the variation in adolescents' consumptive behavior. These findings indicate that online marketing communication is a more dominant factor in influencing adolescents' consumptive behavior than digital promotion. This study is expected to contribute to the development of digital marketing studies and serve as a consideration in improving adolescents' consumption literacy in the digital era.

Keywords: digital promotion, marketing communication, consumptive behavior

A. INTRODUCTION

The development of digital technology has significantly transformed patterns of social interaction and shopping behavior in contemporary society, particularly among adolescents. In the modern era, promotional and marketing activities no longer rely solely on traditional media such as television and radio, but have increasingly shifted to various digital platforms, including Instagram, TikTok, and e-commerce services (Kotler & Keller, 2016). This transformation has created a new marketing environment in which consumers are continuously exposed to persuasive messages, visual content, and interactive communication designed to influence their preferences and purchasing decisions. Adolescents, as one of the most active groups in digital spaces, are especially vulnerable to this transformation because they are closely connected to social media and online trends that shape their daily consumption patterns (Belch & Belch, 2020).

This phenomenon is also reflected in Indonesia's broader digital landscape. Recent reports indicate that the number of internet users in Indonesia reached approximately 185.3 million people in early 2024, with an internet penetration rate of 66.5% (DataReportal, 2024). In addition, findings from the Indonesian Internet Service Providers Association (APJII) show that internet use in Indonesia has continued to grow significantly, reaching 79.5%, while Generation Z, defined as those aged 12–27 years, recorded a penetration rate of around 87.02% (APJII, 2024). These facts indicate that adolescents, as part of the digital native generation, have very high internet access, which has become a primary channel for digital promotion. Although no specific local data are available for Koto Majidin Village, it is highly plausible that this national trend is reflected in the high exposure to digital promotion among adolescents in the village (Penuh, 2025).

In Koto Majidin Village, many adolescents actively use social media and are frequently exposed to online advertising and promotional content. Digital promotional content, which is often designed to be visually appealing and engaging, combined with interactive online communication strategies, makes adolescents more vulnerable to being encouraged to purchase goods that are not always based on actual needs. This condition suggests that the influence of digital marketing in rural areas deserves more serious academic attention, particularly because villages are now increasingly connected to the national digital ecosystem. Promotional strategies such as interactive advertisements, discounts, and social media campaigns may act as indirect triggers that encourage adolescents to engage in repeated purchasing behavior. At the same time, online marketing communication plays an important role in creating and strengthening the connection between brands and consumers through persuasive messages, digital collaborations, and intense interaction across social media platforms.

Although studies on digital promotion and consumptive behavior have been widely conducted, most of them focus on urban communities. As a result, research examining the influence of digital promotion and online marketing communication on adolescents' consumptive behavior in rural settings remains relatively limited. This condition points to a research gap regarding how digital marketing strategies affect adolescent consumptive behavior within the social context of rural communities that are now increasingly exposed to technology and digital media. Against this background, this study is directed toward three interrelated objectives: **(1)** to examine the influence of digital promotion on adolescents' consumptive behavior in Koto Majidin Village; **(2)** to examine the influence of online marketing communication on adolescents' consumptive behavior in Koto Majidin Village; and **(3)** to examine the simultaneous influence of digital promotion and online marketing communication on adolescents' consumptive behavior. This study is expected to make an academic contribution by enriching discussions on digital marketing and consumptive behavior in the context of rural communities, while also offering practical value for schools, families, and local governments in improving digital literacy and promoting wiser consumption awareness among adolescents.

B. LITERATURE REVIEW

1. Digital Promotion and Adolescents' Consumptive Behavior

Digital promotion is a component of marketing strategy that uses internet-based media to deliver information, stimulate consumer interest, and influence purchasing behavior (Kotler & Keller, 2016; Belch & Belch, 2020). In digital environments, promotional activities are no longer limited to one-way advertising, but are increasingly embedded in visually attractive, repetitive, and highly accessible content delivered through social media and e-commerce platforms. In this study, digital promotion refers to the marketing stimuli received by adolescent respondents through various digital channels.

The measurement of this variable is based on several indicators, namely the presence of digital advertisements on social media or online platforms, promotional incentives such as discounts, vouchers, and cashback, the frequency of advertising exposure, and the attractiveness of promotional content in terms of visuals, creativity, and clarity of information. These indicators are relevant because they represent how digital promotion functions in shaping consumer attention and purchase interest in online environments (Duffett, 2017; Lim et al., 2020).

From a behavioral perspective, digital promotion may influence adolescents' consumptive behavior by creating repeated exposure to persuasive offers and emotionally appealing content. Adolescents are particularly vulnerable to this form of influence because digital promotions are often designed to trigger spontaneous interest rather than rational

evaluation of need. The more frequently adolescents encounter attractive advertisements, discounts, and promotional messages, the greater the possibility that such exposure will stimulate the desire to purchase, even when the product is not urgently needed. In this sense, digital promotion operates not merely as an informational tool, but also as a psychological trigger that may encourage impulsive and consumption-oriented tendencies among young consumers (Kotler & Keller, 2016; Duffett, 2017).

Previous studies have shown that digital promotion may contribute to shaping adolescents' consumption tendencies, particularly in social media environments characterized by intensive visual stimulation and rapid product circulation. Although the strength of this effect may vary across contexts, the theoretical expectation remains that more intensive and attractive digital promotion is associated with a stronger tendency toward consumptive behavior.

H₁: Digital promotion has a positive effect on adolescents' consumptive behavior.

2. Online Marketing Communication and Adolescents' Consumptive Behavior

Online marketing communication refers to the delivery of marketing messages through digital media in ways that emphasize interaction, connectedness, and responsiveness between brands and consumers. Unlike conventional promotion, online marketing communication is not purely one-directional; rather, it often involves active consumer participation through comments, shares, engagement with brand content, influencer exposure, and feedback across online platforms (Chaffey & Ellis-Chadwick, 2019; Belch & Belch, 2020). In this study, online marketing communication is understood as the process through which adolescents receive, interpret, and respond to marketing messages in digital media.

This variable is measured through several indicators, namely brand interaction on social media, the influence of influencers or digital endorsers, the clarity of online promotional messages, and digital responses or feedback. These indicators were selected because they reflect the extent to which online marketing communication is able to create consumer engagement and shape attitudes in digital spaces (Hidayat & Sari, 2021b).

Theoretically, online marketing communication may affect adolescents' consumptive behavior more strongly than simple promotional exposure because it does not merely present a product, but also constructs meaning, trust, and emotional closeness. Through social media interaction, brand narratives, digital endorsements, and persuasive messages, online marketing communication can influence how adolescents perceive products, evaluate desirability, and form purchasing intentions. In digital settings, communication that is interactive, personalized, and socially reinforced tends to be more effective in shaping consumer attitudes than promotion that only relies on repeated exposure. This is particularly relevant for adolescents, whose purchasing behavior is often influenced by peer trends, social validation, and symbolic attachment to brands.

Prior studies also suggest that communication-based marketing strategies in digital media can significantly shape consumer responses, especially when messages are conveyed through platforms that allow ongoing interaction and social influence. Accordingly, online marketing communication is expected to have a meaningful relationship with adolescents' consumptive behavior.

H₂: Online marketing communication has a positive effect on adolescents' consumptive behavior.

3. Adolescents' Consumptive Behavior in the Digital Environment

Consumptive behavior refers to a tendency to engage in purchasing activities that are driven more by desire than by rational consideration of actual need (Kotler & Keller, 2016). In

this study, adolescents' consumptive behavior is understood as a pattern of consumption shaped by increasing exposure to digital environments and intensive online marketing activities. This behavior is measured through several indicators, namely the frequency of online product purchases, the desire to buy without considering actual needs, the influence of friends or social trends, and interest in digital brands (D. Putri & Hapsari, 2022; D. P. Sari & Utami, 2022).

The relationship between adolescents' consumptive behavior and digital marketing variables may be explained through the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (2016). Within this framework, digital promotion and online marketing communication function as external stimuli that are processed internally through psychological mechanisms such as perception, emotion, attraction, and social comparison, which then produce behavioral responses in the form of consumptive actions. In this context, adolescents do not simply receive promotional input passively; they interpret and internalize digital messages in ways that may strengthen impulsive buying tendencies, trend-following behavior, and attachment to digitally visible brands.

Digital promotion contributes to this process by increasing exposure to attractive offers, repeated advertisements, and visually persuasive content. Online marketing communication further intensifies the effect by creating interactive and relational forms of persuasion through social media engagement, influencer presence, message clarity, and digital feedback. When these two variables operate together, they may create a broader digital experience that reinforces adolescents' tendency to purchase impulsively, follow social trends, and orient consumption toward brand symbolism and online visibility.

Previous studies have identified several mediating mechanisms, such as brand engagement, trust, and perceived enjoyment, in the relationship between digital marketing and consumptive behavior (Duffett, 2017; Rahayu et al., 2022; Sari & Utami, 2022a). However, empirical studies that simultaneously examine digital promotion and online marketing communication within a single model of adolescents' consumptive behavior in the Indonesian context remain limited. This gap is important because it suggests that the combined effect of these two variables may offer a more comprehensive explanation of adolescent consumption behavior in digital environments, including in non-urban settings.

Accordingly, this study places adolescents' consumptive behavior as the outcome of simultaneous exposure to both digital promotion and online marketing communication.

H3: Digital promotion and online marketing communication simultaneously affect adolescents' consumptive behavior.

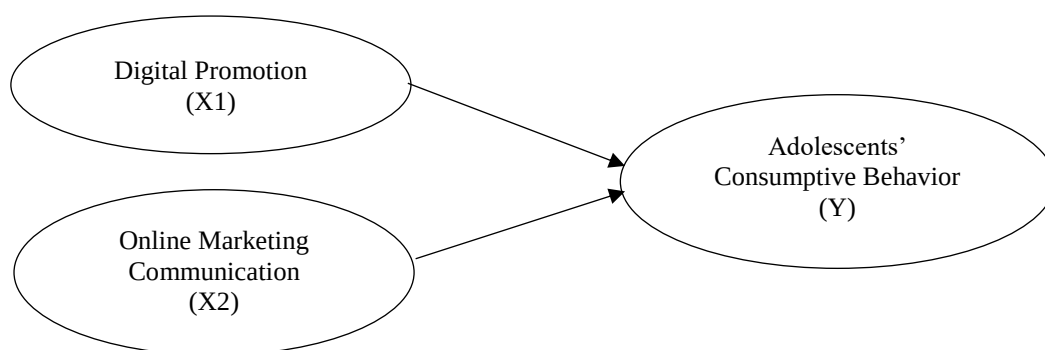


Figure 1. Conceptual Framework

C. RESEARCH METHOD

This study adopts a quantitative approach with an associative survey design. The use of a quantitative method is based on its ability to measure the interrelationship among variables objectively through numerical data and statistical testing. The associative survey design was

specifically chosen to identify and explain the causal relationship between digital promotion (X1) and online marketing communication (X2) and adolescents' consumption patterns (Y) in Koto Majidin Village (Sugiyono, 2016; Arikunto, 2019). Through this method, the study is able to describe the extent to which digital promotion and online marketing communication, both separately and simultaneously, influence adolescents' consumptive behavior.

Because the exact number of adolescents in Koto Majidin Village is not known with certainty, this study used Cochran's formula (1977) for an infinite population. Cochran explains that if the population is very large or unknown, the sample calculation can be considered stable once the population exceeds approximately 3,000 people, so the infinite population formula is sufficient. With a 95% confidence level ($Z = 1.96$), a proportion value of $p = 0.5$ and $q = 0.5$, and a margin of error of 11% ($d = 0.11$), the calculated sample size was 79.37, which was then rounded up to 80 respondents.

The use of a margin of error of 11% ($d = 0.11$) in this study was based on practical considerations related to limitations in field data collection, such as the number of respondents who met the criteria, the duration of the research, and access to the adolescent population in Koto Majidin Village. Methodologically, a margin of error above 10% is still acceptable in social research, especially in studies with population limitations and exploratory characteristics. In addition, a sample of 80 respondents fulfills the minimum requirement for quantitative analysis, including multiple linear regression, and therefore remains statistically representative of the phenomenon under study.

This study employed a purposive sampling technique. This method involves selecting research subjects based on specific criteria and considerations regarded as most relevant to the objectives of the study. The criteria for the research subjects were as follows: **(1)** adolescents aged 15–20 years living in Koto Majidin Village, **(2)** actively using social media, and **(3)** having been exposed to digital promotion or online marketing communication activities. The use of purposive sampling was intended to ensure that the data collected were directly relevant to the variables under investigation and to strengthen the internal validity of the study (Sugiyono, 2021; Creswell, 2018).

Data were collected using structured questionnaires administered both online and offline. The instrument applied a 5-point Likert scale as a tool for measuring respondents' perceptions of digital promotion, online marketing communication, and consumptive behavior. The collected data were then analyzed using multiple linear regression to determine the extent to which the independent variables affected the dependent variable, both individually and simultaneously (Ghozali, 2021). Before conducting the regression analysis, classical assumption tests were performed, namely tests of normality, multicollinearity, and heteroscedasticity, to ensure that the model met the required criteria for analysis (Sugiyono, 2021).

Table 1. Operational Definition of Research Variables

Variable	Indicators	Number of Items
Digital Promotion (X1)	Digital advertisements (online ads); discounts or online promotions; frequency of digital advertising exposure; attractiveness of promotional content	10 items
Online Marketing Communication (X2)	Brand interaction on social media; influence of influencers/digital endorsers; clarity of online promotional messages; digital responses or feedback	10 items
Adolescents' Consumptive Behavior (Y)	Frequency of purchasing products online; desire to buy without considering needs; influence of friends or social trends; interest in digital brands	10 items

D. RESULTS AND DISCUSSION

1. Demographic Characteristics of Respondents

The demographic profile of the respondents indicates a slight predominance of females, with 41 respondents (51.2%) and 39 males (48.8%). These findings indicate that the participants were slightly dominated by female respondents, who tend to be more active in using social media and more susceptible to digital promotion and online marketing communication. This finding is in line with previous studies showing that females, especially in adolescence, tend to have a higher interest in trends, lifestyles, and products promoted digitally.

The dominance of female respondents also reflects social tendencies in Koto Majidin Village, where social media use as a means of communication and entertainment has become an important part of adolescents' daily lives. Female adolescents generally use platforms such as Instagram, TikTok, and Shopee more frequently, all of which are heavily characterized by digital promotion and online marketing communication strategies. Therefore, this result indicates that females constitute the most potential segment for understanding the influence of digital promotion and online communication on adolescents' consumptive behavior in the area.

Table 2. Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	41	51.2	51.2	51.2
Male	39	48.8	48.8	100.0
Total	80	100.0	100.0	

Primary data processed by the authors (2026).

According to Table 2, of the 80 respondents, the 15–17 age group had the highest number of respondents, namely 44 respondents (55%), followed by the 18–20 age group with 36 respondents (45%). These results indicate that all participants were adolescents who were at a stage of social and emotional development that is strongly influenced by the digital environment.

Adolescents in this age range generally use various social media platforms such as Instagram, TikTok, and Shopee frequently, and they are often exposed to different forms of digital promotion and online marketing communication. This makes them one of the groups most vulnerable to online promotion that attracts attention through visuals, trends, and modern lifestyles. Thus, the age characteristics of the respondents are highly relevant to the focus of the study, because adolescents' consumptive behavior in Koto Majidin Village is strongly shaped by their interaction with digital media and the online promotions they encounter every day.

Table 3. Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
15–17	44	55.0	55.0	55.0
18–20	36	45.0	45.0	100.0
Total	80	100.0	100.0	

Primary data processed by the authors (2026)

2. Instrument Validity and Reliability

Before proceeding to the main statistical analysis, the research instrument was evaluated to ensure that it met the required standards of validity and reliability. This step was essential because the quality of the data and the credibility of the findings depend heavily on the adequacy of the questionnaire used to measure the research variables. In this study, instrument validity was assessed using the Pearson Product–Moment correlation. The validity criterion was determined by comparing the calculated correlation coefficient of each item with the critical r-value at a significance level of 0.05. Based on the sample size used in this study, the

r-table value was 0.219. An item was considered valid when its correlation coefficient exceeded this threshold.

The results of the validity test indicated that all items designed to measure Digital Promotion (X1), Online Marketing Communication (X2), and Adolescents' Consumptive Behavior (Y) fulfilled this requirement. In other words, every statement item demonstrated a sufficient correlation with the total score of its respective variable. These findings suggest that the instrument was able to capture the conceptual dimensions intended in the study and that each item functioned appropriately as a measurement indicator. Thus, no questionnaire item needed to be excluded from further analysis.

In addition to validity, reliability testing was conducted to examine the internal consistency of the instrument. Reliability was measured using Cronbach's Alpha coefficient. The results showed Cronbach's Alpha values of 0.936 for Digital Promotion, 0.914 for Online Marketing Communication, and 0.940 for Adolescents' Consumptive Behavior. Since all of these values were substantially higher than the minimum acceptable threshold of 0.60, the instrument can be classified as highly reliable. This means that the questionnaire items were consistent in measuring each construct and were capable of producing stable data. Overall, the instrument used in this study can be considered both valid and reliable, and therefore suitable for the subsequent stages of regression-based analysis.

3. Classical Assumption Tests

Before estimating the multiple linear regression model, classical assumption tests were conducted to ensure that the data met the statistical requirements necessary for regression analysis. This stage is important because the validity of the regression model depends not only on the relationship among variables, but also on whether the residuals and independent variables satisfy the underlying assumptions of the model. In this study, the classical assumption tests included normality, multicollinearity, and heteroscedasticity tests.

The normality test was performed using the Kolmogorov–Smirnov test. The result showed an Asymp. Sig. (2-tailed) value of 0.091. Since this value was higher than the significance threshold of 0.05, the residuals were considered normally distributed. This indicates that the regression model did not violate the assumption of normality and that the distribution of residual values was acceptable for parametric analysis.

The multicollinearity test was then carried out to determine whether there was a strong correlation between the independent variables, namely Digital Promotion (X1) and Online Marketing Communication (X2). The results showed tolerance values of 0.351 and VIF values of 2.852 for both variables. These values indicate that multicollinearity was not present in the model, because the tolerance values were higher than 0.10 and the VIF values were well below the critical threshold of 10. Therefore, each independent variable could be interpreted as contributing distinctly to the model.

Finally, heteroscedasticity was evaluated by examining the scatterplot of standardized predicted values and studentized residuals. The visual pattern of the residual distribution appeared random and was spread around the zero line without forming any clear or systematic pattern. This indicates that the variance of the residuals remained relatively constant across observations and that the model did not suffer from heteroscedasticity. Taken together, these findings confirm that the regression model satisfied the principal classical assumptions and was statistically appropriate for further hypothesis testing and interpretation.

4. Multiple Linear Regression and Hypothesis Testing

After confirming that the research instrument was valid and reliable and that the regression model met the classical assumptions, the next stage of analysis focused on

examining the relationship between the independent variables and adolescents' consumptive behavior. In this study, multiple linear regression was employed to assess the extent to which Digital Promotion (X1) and Online Marketing Communication (X2) influence Adolescents' Consumptive Behavior (Y), both individually and simultaneously. This analysis is particularly important because it not only shows the direction of the relationship among variables but also provides empirical evidence regarding the relative contribution of each predictor in explaining adolescents' consumption tendencies in the digital environment of Koto Majidin Village.

The regression results indicate that both independent variables have positive coefficients, suggesting that an increase in either Digital Promotion or Online Marketing Communication is associated with an increase in Adolescents' Consumptive Behavior. However, the statistical significance of each variable must be examined further in order to determine whether these relationships are meaningful in analytical terms.

Table 4. Multiple Linear Regression Results

Model	Regression Coefficient	Constant (a)
Digital Promotion (X1)	0.595	8.005
Online Marketing Communication (X2)	0.308	

Primary data processed by the authors (2026)

Based on Table 4, the regression equation can be formulated as follows:

$$Y = 8.005 + 0.595X_1 + 0.308X_2$$

This equation shows that the constant value of 8.005 represents the baseline level of adolescents' consumptive behavior when both independent variables are assumed to be zero. The coefficient of 0.595 for Digital Promotion indicates that every one-unit increase in Digital Promotion tends to increase Adolescents' Consumptive Behavior by 0.595 units, assuming the other variable remains constant. Similarly, the coefficient of 0.308 for Online Marketing Communication indicates that every one-unit increase in Online Marketing Communication tends to increase Adolescents' Consumptive Behavior by 0.308 units. Although both coefficients are positive, the practical interpretation of these effects needs to be supported by significance testing. For that reason, the next analysis examines the effect of each independent variable separately through the partial test.

5. Partial Hypothesis Testing (t-test)

The partial test was conducted to determine whether each independent variable has an individual effect on Adolescents' Consumptive Behavior. This test is important because the presence of a positive regression coefficient alone does not necessarily indicate a statistically significant effect. With a sample size of 80 respondents, two independent variables, and a significance level of 5%, the degree of freedom was 77 and the corresponding t-table value was 1.665. The decision rule used in this study was that a variable is considered significant if the significance value is below 0.05 or if the t-calculated value exceeds the t-table value.

Table 5. Partial Hypothesis Testing Results

Model	t-calculated	t-table	Sig.
Digital Promotion (X1)	1.525	1.665	0.131
Online Marketing Communication (X2)	9.453	1.665	0.000

Primary data processed by the authors (2026)

The results presented in Table 5 show two contrasting findings. First, Digital Promotion (X1) did not have a significant partial effect on Adolescents' Consumptive Behavior. This conclusion is based on the significance value of 0.131, which is higher than 0.05, and the t-calculated value of 1.525, which is lower than the t-table value of 1.665. Although the regression coefficient of Digital Promotion is positive, the statistical evidence indicates that this variable does not independently explain adolescents' consumptive behavior in a

meaningful way. In other words, exposure to digital promotion alone was not sufficient to produce a significant behavioral response among the adolescents in this study.

Second, Online Marketing Communication (X_2) showed a positive and significant effect on Adolescents' Consumptive Behavior. This is indicated by the significance value of 0.000, which is far below 0.05, and the t-calculated value of 9.453, which is substantially higher than 1.665. This finding suggests that persuasive digital interaction, message clarity, influencer effects, and brand-related communication are more effective in shaping adolescents' consumptive tendencies than digital promotion alone. Thus, the partial test results support the hypothesis related to Online Marketing Communication, while the hypothesis related to Digital Promotion is not supported. These findings also imply that adolescents in Koto Majidin Village may be more responsive to relational and interactive communication strategies than to promotional exposure itself. Having established the individual effect of each variable, the analysis now turns to whether both variables jointly influence the dependent variable when tested simultaneously.

6. Simultaneous Hypothesis Testing (F-test)

The simultaneous test was conducted to assess whether Digital Promotion and Online Marketing Communication, when considered together, significantly influence Adolescents' Consumptive Behavior. This step is necessary because variables that may appear weak in partial testing can still contribute meaningfully when combined within the same explanatory model. With degrees of freedom of 2 and 77 and a significance level of 5%, the F-table value in this study was 3.12.

Table 6. Simultaneous Hypothesis Testing Results

F-calculated	F-table	Sig.
163.836	3.12	0.000

As shown in Table 6, the significance value was 0.000, which is lower than 0.05, and the F-calculated value of 163.836 was far greater than the F-table value of 3.12. These results indicate that Digital Promotion and Online Marketing Communication simultaneously have a significant effect on Adolescents' Consumptive Behavior. This means that, although Digital Promotion does not show a significant partial effect, it still contributes to the model when examined together with Online Marketing Communication.

This finding is important because it demonstrates that adolescents' consumptive behavior is not shaped by a single digital factor in isolation. Rather, it emerges within a broader digital communication environment in which promotional exposure and persuasive online interaction operate together. The simultaneous significance of the model indicates that the combined presence of these variables provides a meaningful explanation of adolescents' consumption tendencies in the study context. To understand the strength of that explanation more clearly, the next section discusses the coefficient of determination.

7. Coefficient of Determination (R^2)

The coefficient of determination was used to evaluate the explanatory power of the regression model. In this study, it serves to show the extent to which Digital Promotion and Online Marketing Communication explain variation in Adolescents' Consumptive Behavior. A stronger R^2 value indicates that the independent variables are able to account for a larger proportion of changes in the dependent variable.

Table 7. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.900	0.810	0.805	4.53516

Based on Table 7, the Adjusted R Square value of 0.805 indicates that 80.5% of the variation in Adolescents' Consumptive Behavior can be explained by Digital Promotion and Online Marketing Communication. The remaining 19.5% is explained by other variables outside the model that were not examined in this study, such as peer influence, lifestyle, family background, or broader social factors. This result suggests that the model has strong explanatory power and that the selected independent variables are highly relevant to understanding adolescents' consumptive behavior in the digital context of Koto Majidin Village.

Overall, the regression analysis shows that Online Marketing Communication plays the more decisive role, while Digital Promotion contributes more meaningfully when combined with the broader communication environment. These statistical findings provide the empirical basis for the following discussion, which interprets the results in relation to theory and previous studies.

8. The Effect of Digital Promotion on Adolescents' Consumptive Behavior in Koto Majidin Village

The findings of this study indicate that digital promotion did not have a statistically significant partial effect on adolescents' consumptive behavior in Koto Majidin Village. Although the regression coefficient was positive, the relationship was not strong enough to reach statistical significance. This result suggests that exposure to digital advertisements, discounts, vouchers, cashback offers, and visually attractive promotional content does not automatically translate into stronger consumptive behavior among adolescents. In practical terms, adolescents may notice and even appreciate promotional content, but such exposure alone is not sufficient to produce a meaningful behavioral shift.

This finding needs to be interpreted in light of the Stimulus–Organism–Response (S–O–R) framework, which was introduced in the literature review as the study's main conceptual lens. According to Mehrabian and Russell (2016), external stimuli affect behavior only after being processed internally through psychological mechanisms such as perception, feeling, and evaluation. In this case, digital promotion may function effectively as a **stimulus**, but the findings suggest that the stimulus was not sufficiently internalized by respondents to generate a strong **response** in the form of consumptive behavior. This means that adolescents in Koto Majidin Village may be exposed to online promotions, yet they do not necessarily convert that exposure into immediate or intensified purchasing behavior.

From a marketing perspective, this result indicates that visibility is not always equivalent to persuasive power. Kotler and Keller (2016) argue that promotion is an essential element in shaping consumer awareness and encouraging purchase intention. However, awareness alone does not guarantee action. Likewise, Belch and Belch (2020) note that promotional communication in digital environments can be highly attractive in form, but its effectiveness still depends on how consumers interpret and respond to the message. In environments where promotional content is frequent and repetitive, users may become accustomed to it, causing advertisements to lose some of their persuasive force. This may explain why digital promotion in this study showed a positive tendency but failed to achieve statistical significance.

The result is also relevant to the specific rural setting of the study. Much of the prior research cited in the introduction and literature review has emphasized the growing dominance of digital marketing in shaping youth consumption, particularly in contexts where adolescents are highly connected to Instagram, TikTok, and e-commerce platforms (DataReportal, 2024; APJII, 2024). Yet, the present study suggests that digital exposure in rural settings does not necessarily work in the same way as it may in urban consumer environments. Adolescents in Koto Majidin Village are clearly part of the digital ecosystem, but their responses to digital

promotion may still be moderated by local consumption culture, family oversight, purchasing power, and everyday social context. Thus, promotional exposure may be present, but the actual behavioral effect may remain limited unless the message is reinforced through stronger communicative or relational mechanisms.

This finding also differs from several previous studies discussed in the manuscript. Rahmawati (2020) and Hidayat and Sari (2021) found that digital promotion significantly influenced consumptive behavior. The inconsistency between those studies and the present findings should not be seen as a weakness, but rather as evidence that the impact of digital promotion is context-dependent. Differences in respondent characteristics, intensity of exposure, digital habits, and socio-cultural settings may explain why a variable that appears significant in one setting becomes weaker in another. The present study therefore contributes by showing that in rural adolescent contexts, digital promotion alone may not be the most decisive mechanism shaping consumptive tendencies.

Another relevant point from the literature review is that digital promotion was measured through indicators such as ad presence, discount incentives, exposure frequency, and content attractiveness, following Duffett (2017) and Lim et al. (2020). The fact that this variable remained statistically insignificant suggests that repeated exposure to attractive content may generate recognition or curiosity, but not necessarily enough to sustain actual consumptive behavior. In other words, adolescents may engage with promotional content at the level of attention, yet still require stronger persuasive interaction before that attention turns into behavioral commitment.

Overall, this finding refines the initial hypothesis by showing that digital promotion, while theoretically relevant, does not independently explain adolescents' consumptive behavior in this setting. Its role may be better understood as a supporting condition within a broader digital environment rather than as a direct behavioral trigger. This interpretation becomes clearer when compared with the role of online marketing communication, which proved to be much more influential in shaping adolescents' consumptive behavior.

9. The Effect of Online Marketing Communication on Adolescents' Consumptive Behavior in Koto Majidin Village

In contrast to digital promotion, online marketing communication was found to have a positive and statistically significant effect on adolescents' consumptive behavior in Koto Majidin Village. This finding indicates that adolescents are more strongly influenced by interactive, persuasive, and socially mediated digital communication than by promotional exposure alone. It suggests that what matters most is not simply the presence of a product offer, but the communicative process through which brands, influencers, and digital platforms create connection, meaning, and desirability.

This result is highly consistent with the theoretical argument developed in the literature review. Chaffey and Ellis-Chadwick (2019) explain that online marketing communication differs from conventional promotion because it emphasizes connectedness, interaction, and active consumer participation. Similarly, Belch and Belch (2020) argue that digital communication is more than message delivery; it is a process of building engagement and strengthening the relationship between brands and consumers. In the context of adolescent consumers, these features are especially important because young people are generally more responsive to communication that feels social, interactive, and personally relevant. This helps explain why online marketing communication emerged as the more dominant variable in the study.

When viewed through the S-O-R framework, online marketing communication appears to operate as a stronger form of stimulus because it is more likely to be psychologically

processed by adolescents. According to Mehrabian and Russell (2016), the effect of a stimulus depends on how it is interpreted within the organism before producing a response. Online marketing communication, unlike standard promotion, does not merely present content; it invites reaction, builds trust, and often creates emotional resonance. Brand interaction on social media, influencer presence, message clarity, and digital feedback all contribute to a setting in which adolescents are not passive viewers but active participants in the communication process. This participatory quality likely makes the stimulus more effective in generating the response measured in this study, namely consumptive behavior.

The findings are also in line with the operational indicators used to measure this variable. In the literature review, online marketing communication was defined through brand interaction, influencer or endorser effects, clarity of promotional messages, and digital responses or feedback, drawing on Hidayat and Sari (2021b). These dimensions reflect a relational form of marketing that may shape not only awareness, but also preference, trust, and emotional alignment. Adolescents are particularly susceptible to these dimensions because their consumption choices are often influenced by peer culture, symbolic identity, and social validation. In this regard, online marketing communication becomes a mechanism that not only informs but also normalizes and legitimizes consumption.

The present findings are also consistent with several previous studies mentioned in the manuscript. Putri and Rachmawati (2020), Pratama (2021), and Lestari (2022) similarly found that online marketing communication significantly influenced adolescents' consumptive behavior. The consistency between these studies and the current findings strengthens the argument that communication-based digital marketing plays a substantial role in shaping youth consumption. What distinguishes the present study is its rural empirical context. By showing that the same pattern is evident in Koto Majidin Village, the study extends earlier findings beyond urban-centered settings and indicates that rural adolescents are also deeply integrated into digital persuasion systems.

Another important point is that online marketing communication appears to have greater persuasive depth than digital promotion because it works through social meaning. A discount or advertisement may create momentary attraction, but interactive communication can construct longer-lasting perceptions of credibility, belonging, and trend relevance. This is especially evident in digital environments characterized by influencer culture and platform-based engagement. As noted by Kotler and Keller (2016), marketing communication is effective when it shapes perception and attitude, not merely when it reaches the consumer. The present findings support this view by showing that adolescents' consumptive behavior is more strongly associated with communication that connects products to social identity and digital participation than with promotion alone.

This result also aligns with the broader argument introduced in the introduction, namely that adolescents in the digital era are increasingly vulnerable to online messages delivered through Instagram, TikTok, and e-commerce platforms. The significance of online marketing communication confirms that adolescents' consumption patterns are shaped not simply by access to digital media, but by the kind of communicative environment they experience within those media. In rural areas such as Koto Majidin Village, where adolescents are now increasingly connected to national digital trends, persuasive online communication may therefore function as an important force in everyday consumption behavior.

Taken together, these findings confirm that online marketing communication is not only statistically significant but also conceptually central to understanding adolescents' consumptive behavior. It functions as a persuasive, relational, and socially embedded mechanism of influence, making it more effective than simple promotional visibility. This also

helps explain why, when both variables are tested together, the overall model becomes highly significant.

10. The Simultaneous Effect of Digital Promotion and Online Marketing Communication on Adolescents' Consumptive Behavior in Koto Majidin Village

The simultaneous analysis showed that digital promotion and online marketing communication jointly had a significant effect on adolescents' consumptive behavior in Koto Majidin Village. This result is important because it demonstrates that adolescents' consumption tendencies are better explained by a broader digital marketing environment than by a single isolated variable. Although digital promotion did not achieve significance in the partial test, it still contributed meaningfully when examined together with online marketing communication. This suggests that adolescents do not experience digital promotion and online communication as separate influences; instead, they encounter them as interconnected elements of the same digital ecosystem.

This interpretation is fully consistent with the conceptual logic proposed in the literature review. The study argued that digital promotion and online marketing communication should be viewed together through the S-O-R framework, in which external digital stimuli are processed internally and translated into behavioral responses (Mehrabian & Russell, 2016). In actual digital environments, adolescents may see advertisements, encounter price incentives, watch influencer content, interact with branded accounts, and receive algorithm-driven recommendations within the same online session. Accordingly, the combined effect of both variables is not surprising. What is important is that the present findings empirically confirm that consumptive behavior is shaped by this integrated digital experience rather than by promotion or communication alone.

The simultaneous significance of the model also supports the theoretical arguments advanced by Kotler and Keller (2016), who emphasize that consumer behavior is influenced by integrated marketing processes rather than disconnected tactics. Belch and Belch (2020) similarly argue that digital marketing becomes more effective when communication channels reinforce one another and create stronger consumer engagement. The results of this study support these views by showing that adolescents' consumptive behavior in Koto Majidin Village is shaped through the interaction between promotional exposure and persuasive online communication. In this structure, digital promotion may function as the entry point, while online marketing communication gives that exposure depth, meaning, and behavioral relevance.

The coefficient of determination further strengthens this interpretation. The model explained 80.5% of the variance in adolescents' consumptive behavior, which indicates strong explanatory power. This means that the two variables together capture a substantial portion of the behavioral pattern being studied. While the remaining 19.5% may be explained by factors not included in the model, such as peer influence, family environment, lifestyle, or social pressure, the present findings show that digital marketing variables are highly relevant for understanding adolescent consumption behavior in this context. This is particularly meaningful given that the study was conducted in a rural area. It shows that rural adolescents are not peripheral to the digital consumer economy; rather, they are increasingly shaped by it.

The findings also support the concern raised in the introduction that adolescents are becoming more vulnerable to digital persuasion through social media and e-commerce platforms. The national data from DataReportal (2024) and APJII (2024) already indicated high levels of internet use among Indonesian youth, but the present study adds an important behavioral dimension: digital connectedness is not merely about access, but about how that access translates into consumption-oriented tendencies. In Koto Majidin Village, the digital

environment has clearly become a meaningful space in which promotion and communication interact to shape adolescent consumption patterns.

At the same time, the simultaneous result shows that the two variables do not contribute equally. Online marketing communication emerged as the more dominant force, while digital promotion played a supporting role. This pattern is analytically significant because it suggests that adolescents' consumptive behavior is not primarily driven by economic incentives or visual promotion alone, but by the broader communicative structure that surrounds those promotions. Adolescents may notice advertisements, but they are more likely to be influenced when those advertisements are embedded in persuasive messages, influencer culture, social validation, and digital interaction. This interpretation is also compatible with earlier studies cited in the literature review, including Duffett (2017), Rahayu et al. (2022), and Sari and Utami (2022a), which suggest that digital marketing effects are often strengthened by intermediate processes such as engagement, trust, and perceived enjoyment.

Thus, the simultaneous findings do more than confirm the third hypothesis. They also demonstrate that adolescents' consumptive behavior is shaped by the synergy between exposure and communication, between visibility and persuasion, and between marketing content and digital social interaction. This is what gives the study its broader contribution. It shows that in rural adolescent settings, digital marketing should not be analyzed as a set of isolated tools, but as an integrated persuasive environment. Such a conclusion is valuable not only for the academic literature on digital marketing and youth behavior, but also for practical interventions aimed at improving adolescents' digital literacy and promoting more reflective consumption practices.

E. CONCLUSION

This study examined the effects of digital promotion and online marketing communication on adolescents' consumptive behavior in Koto Majidin Village. The findings show that, in partial testing, digital promotion did not have a statistically significant effect on adolescents' consumptive behavior, although its coefficient was positive. By contrast, online marketing communication had a positive and significant effect, indicating that interactive, persuasive, and socially embedded digital communication plays a more decisive role in shaping adolescents' consumption tendencies than promotional exposure alone. Simultaneously, both variables significantly influenced adolescents' consumptive behavior, and the model demonstrated strong explanatory power, accounting for 80.5% of the variance in the dependent variable.

These results suggest that adolescents' consumptive behavior in the digital era is not driven merely by the visibility of advertisements or promotional offers, but more strongly by the quality of communication surrounding digital marketing content. Social media interaction, message clarity, influencer presence, and digital engagement appear to be more effective in encouraging consumption-oriented behavior than promotional intensity by itself. In this sense, the study contributes to the literature by showing that online marketing communication should be understood as a more influential mechanism of digital persuasion, particularly in the context of rural adolescents who are increasingly integrated into wider digital consumption networks.

This study also offers practical implications. Schools, families, and local governments need to strengthen adolescents' digital literacy, particularly in relation to persuasive online content, influencer marketing, and the symbolic appeal of digital brands. Such efforts are important in promoting more reflective and responsible consumption behavior among young people.

Despite these contributions, this study has several limitations, including its focus on a single village, its relatively limited sample size, and its concentration on only two explanatory

variables. Future research is therefore recommended to include broader geographic coverage, larger samples, and additional variables such as peer influence, lifestyle, family background, self-control, or digital engagement. Further studies may also consider mixed-method or comparative designs in order to provide a deeper understanding of adolescents' consumptive behavior across different social and cultural contexts.

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