

## Product Attractiveness and Brand Awareness in Choosing Disney + Packages among Generation Z

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### ABSTRACT

This study analyzes the influence of product appeal and brand awareness on the Disney+ package purchase decision by Generation Z, using a quantitative approach with a questionnaire as the data collection instrument. This study involved a sample of Gen Z who actively use streaming services, with data analysis conducted through structural equation modeling to test the proposed hypothesis. The results show that both variables, product appeal and brand awareness, have a significant and positive influence on purchase decisions, underscoring the importance of an integrated marketing strategy. This study provides important insights for Disney+ to design a more effective marketing strategy, particularly in reaching the Gen Z market segment which has unique characteristics in media consumption preferences and brand interactions. Furthermore, this study provides practical recommendations for marketers to optimize customer acquisition strategies in the highly competitive streaming service market, particularly in targeting the dynamic Gen Z demographic.

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## INTRODUCTION

The development of information technology and digitalization has significantly changed the way people access entertainment, especially through video streaming services. Disney+, as one of the popular global streaming platforms, offers various subscription packages with exclusive content that appeals to various consumer segments, especially the younger generation, also known as Gen Z. Generation Z, defined as individuals born between the mid-1990s and early 2010s, are digital natives who are very familiar with technology and the internet (Wiratih et al., 2022). Their exposure to various digital platforms from an early age has shaped unique media consumption preferences, where visual and interactive content is a top priority (Kristanto et al., 2022). This indicates that product appeal and brand awareness are crucial factors in influencing their purchasing decisions for streaming services like Disney+, given the intensity of Generation Z's interaction with social media and digital content (Anwar, 2019). (Af andi et al., 2021). Focusing on Gen Z is relevant because they constitute a large demographic with increasing purchasing power and significant influence on digital market trends (Salsabila et al., 2024). Gen Z is known to be highly digitally savvy and has specific preferences in choosing digital products, including streaming services. They tend to seek added value in the services they choose, considering not only the content offered but also the overall user experience and brand reputation (Fathinasari et al., 2023). This study aims to analyze in depth how product appeal and brand awareness influence Gen Z's decision to choose a Disney+ subscription package, given their high adaptability to new technologies and the significant contribution they are projected to make to online transactions (Aseng, 2020). This phenomenon is reinforced by the fact that Gen Z spends more time online than previous generations, making digital platforms a key arena for their purchasing decisions (Fathinasari et al., 2023). In this context, it is important to understand how the attractiveness of the product offered and brand awareness of Disney+ influences the purchasing decisions of the service package among Gen Z.

Therefore, this study will specifically examine the dimensions of product attractiveness, such as content quality and innovative features, as well as elements of brand awareness, including reputation and differentiation, which are relevant to Gen Z in the context of streaming services (Muhammad et al., 2023). (D. & Waghmare, 2024). This study will specifically explore how factors such as product features, ease of use, and exclusive content contribute to product appeal, as well as how recognition, perceived quality, and brand association shape brand awareness among Gen Z (Bhuwaneshwari & Hemasuruthi, 2023). Previous research has shown that Gen Z has a high intention to use digital services and new technologies, with a significant contribution to online transactions, making understanding these crucial factors in digital marketing strategies (Aseng, 2020).

## THEORETICAL REVIEW

### *Product Concept in Marketing*

In the context of digital marketing and subscription-based services like Disney+, product quality refers not only to the visual content offered but also to

the overall user experience, app features, and perceived added value by consumers (VIORENTINA & SANTOSO, 2023) . This aligns with the definition of product quality, which encompasses various dimensions such as durability, ease of use, features, reliability, performance, aesthetics, and service capabilities (VIORENTINA & SANTOSO, 2023) . These dimensions are crucial in shaping Gen Z's perception of product appeal, given their tendency to evaluate digital products holistically. Furthermore, consumer purchasing decisions are influenced not only by objective product characteristics but also by psychological factors such as cognitive effort and risk preferences (VIORENTINA & SANTOSO, 2023) . In the context of streaming services, product quality also depends heavily on user satisfaction, as indicated by attributes inherent to the product or product, including technical quality and service quality (Suryaningrat et al., 2021) . For Gen Z, known for being technology-adaptive and experience-oriented, the quality of digital service products like Disney+ is not only judged by the variety and quality of content, but also by the aspects of ease of use, customization, and integration between platforms (VIORENTINA & SANTOSO, 2023). (Yulianita, 2018) . The importance of products in influencing consumer interest is also evident in research showing that the product offered is one of the most significant elements in influencing consumer interest in a purchasing activity, such as a flash sale ( Fransisca & Susanto , 2022 ) .

### ***Brand Awareness***

Brand awareness is the level of consumer recognition and recall of a brand (Isa et al., 2024) . It encompasses consumers' ability to recognize or recall a brand in various situations and conditions, which is essential for influencing purchasing behavior. Strong brand awareness enables brands to stand out amidst intense market competition and build emotional connections with consumers, which in turn can drive brand loyalty and preference ( Habibi et al., 2014 ) . Thus, brand awareness plays a crucial role in shaping positive consumer perceptions and trust in a brand, particularly among Gen Z, who frequently rely on information from their digital environment (Isa et al., 2024) . Increased brand awareness contributes significantly to the formation of trust and credibility among consumers, which in turn influences consumer choice of a known brand over a lesser-known one (Isa et al., 2024) . As consumers increase their awareness of a brand and its offerings, they develop a sense of trust and confidence in the brand's ability to consistently meet their needs and preferences (Isa et al., 2024) . This trust, in turn, fosters positive attitudes toward the brand, increasing the likelihood of repeat purchases (Isa et al., 2024) . Brand awareness also plays a crucial role in attracting loyal customers and establishing a reliable brand reputation, particularly in trust-sensitive markets such as halal products, where familiarity with a halal brand enhances its reputation. (Isa et al., 2024)

### ***Consumer Purchasing Decisions***

Consumer purchasing decisions are complex processes involving the evaluation of various internal and external factors before an individual or household chooses to acquire a product or service. This process begins with need

recognition, information search, alternative evaluation, and the purchase decision and post-purchase behavior, all of which are influenced by psychological, personal, social, and cultural factors. This consumer behavior is dynamic, involving complex interactions between affect, cognition, actual behavior, and the surrounding environment, and involves the exchange of values (Linardi et al., 2022). Purchase intention, as an essential component of consumer attitudes, reflects not only brand evaluation but also its capacity to fulfill relevant purchasing motives (Felita & Hardjono, 2022). The role of brand awareness, in particular, is very significant in shaping purchase intention, as well-known and trusted brands are more likely to be considered and ultimately purchased by consumers (Isa et al., 2024). Research shows that brand awareness has a direct impact on purchasing decisions, with consumers tending to choose well-known brands both because of the perception of higher quality and because of the convenience they offer (Isa et al., 2024).

### ***Generation Z***

Generation Z (Gen Z) is a demographic born between the mid-1990s and early 2010s, known as "digital natives" because they grew up in the era of the internet and highly advanced digital technology. These characteristics make them highly skilled at navigating the internet, familiar with social media, and prone to conducting thorough online research before making purchasing decisions (Dulay et al., 2022). Therefore, product appeal and brand awareness are crucial factors influencing their preferences, especially when choosing digital services like Disney+ (Isa et al., 2024). Gen Z's tendency to be digitally connected and self-centered makes platforms that offer personalized and immersive experiences highly appealing to them (Wiratih et al., 2022).

Furthermore, their digital lifestyle, including the fear of missing out, drives them to follow the latest trends and choose popular brands, making prestige a key part of purchasing decisions (VIORENTINA & SANTOSO, 2023). This behavior is also supported by research indicating that lifestyle, including preferences for trends and popular brands, influences purchasing decisions significantly, especially for products related to digital entertainment (VIORENTINA & SANTOSO, 2023). They also tend to be influenced by recommendations from social media and influencers, with around 85% recognizing these influences in their purchasing decisions (Erwin et al., 2023). However, Gen Z is known to have lower brand loyalty than previous generations and prioritizes value for money, but they tend to choose brands that reflect their personal values and understand their needs as consumers (Pillay, 2021).

### **METHODOLOGY**

This study adopts a quantitative approach with a survey design to analyze the relationship between product appeal, brand awareness, and Disney+ purchase decisions among Gen Z. Data collection will be conducted through an online questionnaire distributed to Gen Z respondents who are users or potential users of streaming services. The target population of this study is Gen Z individuals in Malang who have internet access and experience with streaming media platforms.

### ***Types and Approaches of Research***

The type of research used is quantitative with a descriptive-correlational approach, which aims to explain the relationship between variables and test the formulated hypotheses (Pusparini & Zahroh, 2023) . This approach allows researchers to identify patterns and strengths of associations between variables, providing an in-depth understanding of the factors that influence Disney+ package choices among Gen Z (VIORENTINA & SANTOSO, 2023 ) . This approach was chosen because it allows for generalization of findings to a wider population, as well as providing a systematic framework for measuring and analyzing the variables studied ( Pusparini & Zahroh , 2023 ) .

### ***Population and Sample***

The population in this study are all individuals belonging to Generation Z (born between 1997 and 2012) who live in Malang and are users or have the potential to become users of Disney+ services. Given the digital characteristics and high connectivity of Gen Z, a non-probability purposive sampling method will be used to select respondents who meet these criteria, with a focus on individuals who are active on social media and familiar with digital streaming platforms ( Bs et al., 2023). (Dharma et al., 2024) .

The research sample will be determined based on a minimum representative number for valid statistical analysis, taking into account demographic variations and streaming service usage experiences among Gen Z. The sample size determination will refer to relevant statistical principles to ensure adequate statistical power in testing the hypothesis ( Pusparini & Zahroh , 2023 ) . This purposive sampling method ensures that the selected respondents have characteristics relevant to the research objectives, namely Gen Z who are exposed to or interact with streaming services ( Haroon et al., 2024 ) . The sample size will be calculated using the Wibisono formula for an unknown population ( Febrianti & Novita , 2021 ) , which aims to achieve 100 respondents who meet the research criteria so that the results obtained can be validly generalized (Abdullah et al., 2018) . Sampling using purposive random sampling, as described in several quantitative studies, aims to select subjects that are most relevant to the research objectives, ensuring that the collected data can accurately represent the phenomenon being studied ( Maharani & Guidance , 2021). (Pusparini & Zahroh, 2023) .

### ***Method of collecting data***

Primary data collection will be conducted using a structured online questionnaire designed to measure product attractiveness, brand awareness, and purchasing decisions. The questionnaire will include Likert-type questions to gauge respondents' perceptions and preferences, ensuring the data is quantitative and amenable to statistical analysis (Geraldine, 2021) .

A Likert Scale approach with four response categories – Strongly Agree, Agree, Disagree, and Strongly Disagree – will be used to measure each indicator variable ( Mayangsari & Irawati , 2018 ) .

**Data analysis**

The statistical analysis technique used is Partial Least Squares-based Structural Equation Modeling with the help of SmartPLS 4.0 software ( Wijaya et al., 2021 ) . This analysis allows for the evaluation of conceptual models, hypothesis testing, and identification of causal relationships between latent and manifest variables. The PLS-SEM approach is particularly suitable for studies with relatively small sample sizes or non-normally distributed data, which are common in social research ( Shahir et al., 2023 ) . In addition, PLS-SEM analysis facilitates the evaluation of the measurement model (outer model) for validity and reliability, as well as the structural model (inner model) for the strength and significance of relationships between constructs, ensuring accurate interpretation of research results.

**RESULTS**

This section presents the results of the analysis of the collected data, including descriptive statistics of the research variables, evaluation of the measurement model (validity and reliability), and testing of the structural model (relationships between variables). These results will provide a comprehensive overview of the level of product appeal and brand awareness of Disney+ among Gen Z, as well as how these factors simultaneously influence their decision to choose a subscription package (VIORENTINA & SANTOSO, 2023) .

**Measurement Model (Outer Model)**

a. Convergent Validity

Convergent Validity Convergent validity tests are conducted to ensure that each indicator used in the model fully measures the intended latent construct. ( Basrowi et al., 2023 ) . This is crucial to ensure that the measurement instrument is valid and reliable in representing the variables studied (El- Akhras et al., 2024 ) . Convergent validity indicators include outer loadings, Average Variance Extracted, and Composite Reliability, where these values must meet a certain threshold to indicate strong validity ( Basrowi et al., 2023 ) . Specifically, the factor loading value of each indicator must be above 0.7, the Average Variance Extracted value must exceed 0.5, and the Composite Reliability value must exceed 0.7 to indicate strong convergent validity in the measurement model (Febrianti & Novita, 2021) .

The outer model aims to evaluate the validity and reliability of indicators against latent constructs. The test results based on *Convergent Validity* are shown in the table below. :

Table 2. Outer Loading Results of Convergent Validity Test

Variables	Outer loadings	Information
X1.1 <- Product	0.838	Valid

X1.2 <- Product	0.803	Valid
X1.3 <- Product	0.852	Valid
X1.4 <- Product	0.801	Valid
X1.5 <- Product	0.829	Valid
X2.1 <- Brand Awareness	0.917	Valid
X2.2 <- Brand Awareness	0.949	Valid
X2.3 <- Brand Awareness	0.981	Valid
X2.4 <- Brand Awareness	0.983	Valid
X2.5 <- Brand Awareness	0.946	Valid
Y1.1 <- Purchase Decision	0.824	Valid
Y1.2 <- Purchase Decision	0.851	Valid
Y1.3 <- Purchasing Decision	0.876	Valid
Y1.4 <- Purchasing Decision	0.940	Valid
Y1.5 <- Purchase Decision	0.863	Valid

Source : SEM-PLS 4.0 Results (2025)

b. Average Variance Extracted (AVE)

Table 3. Average Variance Extracted (AVE) Output Results

Variables	Cronbach's alpha	Information
Brand Awareness	0.976	Reliable
Buying decision	0.920	Reliable
Product	0.883	Reliable

Source : SEM-PLS 4.0 Results (2025)

Reliability testing using Cronbach's Alpha showed that all variables had excellent internal consistency, with values above the accepted threshold ( Kushariyadi et al., 2025 ). This confirms that the questionnaire used can be relied upon to consistently measure the research constructs ( Shahir et al., 2023 ). These results indicate that the measurement instrument is able to accurately capture the relevant dimensions of product attractiveness, brand awareness, and purchasing decisions. Furthermore, the composite reliability value exceeding 0.7 and Cronbach's Alpha also above 0.7 confirm the strong internal consistency of the research instrument, indicating that the variable measurements have been carried out with a high level of reliability ( Basrowi et al., 2023 ).

c. Construct Reliability

Construct Reliability can be analyzed using Composite reliability values . If Composite reliability  $\geq 0.7$  then it has a good reliable value

Table 4. Composite reliability (rho\_c)

Variables	Composite reliability (rho_c)	Average variance	Information
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		extracted (AVE)	
Brand Awareness	0.981	0.913	Reliable
Buying decision	0.940	0.760	Reliable
Product	0.914	0.681	Reliable

Source : SEM-PLS 4.0 Results (2025)

The data presented in this table collectively confirms that all latent constructs have met stringent standards of convergent validity and internal reliability, confirming the adequacy of the measurement instrument for further analysis ( Aprilisa et al., 2021) ( Yaldi et al., 2022) . This is in line with the criteria proposed by Fornell and Larcker and Chin, which stipulate that the AVE value must be above 0.50 and the composite reliability must be above 0.70 to indicate adequate convergent validity and reliability (QUDUS, 2016) .

**Structural Model (Inner Model)**

The structural model (inner model) in PLS-SEM represents the relationships between latent constructs and is used to assess the strength and significance of these relationships. This model evaluation is conducted through three main aspects: testing the significance of the relationship between variables (hypothesis testing), the coefficient of determination (R-square), and the effect size.

- a. R-Square ( R<sup>2</sup> ) : For measuring strength of independent variables in explaining dependent variables .

Table 5. R Square (R<sup>2</sup>) Test Results Table

Variables	R-square	R-square adjusted
Buying decision	0.847	0.844

Source : SEM-PLS 4.0 Results (2025)

The R-square value of 0.847 for the purchase decision variable indicates that 84.7% of the variance in purchase decisions can be explained by the independent variables in the model, confirming the model's substantial predictive power (Hamid et al., 2021) . This value reflects that the remaining approximately 15.3% is influenced by other factors not included in this research model, indicating room for further exploration in the future. Optimization of this model could involve the integration of additional demographic or psychographic variables that may have a significant influence on Gen Z preferences. Further analysis of the model residuals could also provide insights into unidentified but relevant variables (Viorentina & Santoso, 2023) .

The following image shows the PLS SEM algorithm output to see the R<sup>2</sup> of the research model:

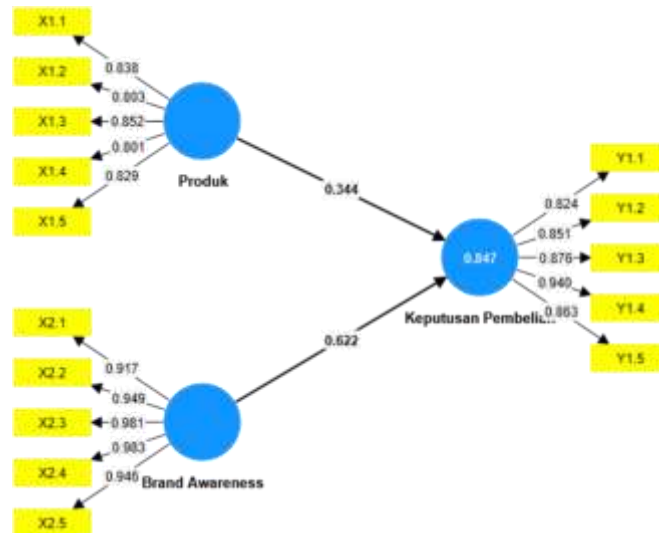


Figure.1 PLS SEM Algorithm 4.0 Model Output (2025)

Based on the results of the path analysis obtained, it can be concluded that both independent variables, namely product attractiveness and brand awareness, have a positive influence on the purchase decision of the Disney+ package among Gen Z. The influence of brand awareness on purchasing decisions is proven to be stronger with a path coefficient of 0.622, while product attractiveness also has a positive influence but with a more moderate strength, namely 0.344. This shows that consumer awareness of the Disney+ brand has a more dominant role in influencing purchasing decisions than just the attractiveness of the features or the product itself.

In addition, the reliability of the indicators on each variable is also very high, with loading factor values for the product attractiveness variable ranging from 0.801 to 0.852, the brand awareness variable between 0.917 to 0.983, and the purchasing decision variable between 0.824 to 0.940. The average value of the constructs that represent the strength of each variable also shows a high value, namely 0.838 for product attractiveness, 0.953 for brand awareness, and 0.847 for purchasing decisions, which confirms that the measurement of these constructs is valid and reliable.

Overall, these findings indicate that marketing strategies focused on increasing brand awareness (0.622) can be more effective in driving Gen Z's choice of the Disney+ package, while maintaining product appeal (0.344) as a supporting factor in purchasing decisions.

#### b. Significance Test (Hypothesis Testing)

Significance testing is performed to determine whether the relationship between hypothesized variables is statistically significant, using bootstrapping methods to generate robust t-statistics and p-values. A p-value less than 0.05 or a t-statistic exceeding the critical value (eg, 1.96 for a significance level of 0.05) indicates that the relationship is statistically significant, supporting the proposed hypothesis.

##### 1) Direct Effect bootstrapping results

The results of bootstrapping the direct effect can be seen in the following table:

Table 6. Results of Path Coefficient Bootstrapping Direct Effect

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values
Brand Awareness -> Purchase Decision	0.622	0.619	0.104	6,005	0,000
Product -> Purchase Decision	0.344	0.349	0.102	3,366	0,000

Source : SEM-PLS 4.0 Results (2025)

These findings consistently demonstrate that both brand awareness and product appeal have a direct and significant influence on Disney+ purchase decisions among Gen Z, consistent with previous literature on factors influencing consumer preferences (Basrowi et al., 2023) . Specifically, the positive path coefficient and p-value below the 0.05 significance threshold confirm that increasing brand awareness and product quality proportionally increases the likelihood of purchase. This indicates that marketing strategies focused on building strong brand awareness and developing attractive products are crucial in attracting Gen Z (Amanah, 2022). (Viorentina & Santoso, 2023) .

**DISCUSSION**

***Product appeal on Disney+ package purchase decisions among Gen Z.***

This study confirms that Gen Z's perceptions of product attributes, such as content quality and innovative features, significantly influence their preferences and purchasing decisions (Misbach, 2022) . Technology adoption and media consumption trends among Gen Z indicate that personalization and immersive user experiences also play a significant role in digital product purchasing decisions (VIORENTINA & SANTOSO, 2023) . Therefore, product development strategies must consider not only the core quality of the service but also the overall digital experience. Previous research also shows that product quality has a substantial impact on purchasing decisions and consumer satisfaction, emphasizing the importance of developing products that meet user expectations (Suryaningrat et al., 2021) . Product appeal, particularly unique features and exclusive content, is a key draw for Gen Z, who seek personalized and innovative entertainment experiences (Prameswari et al., 2021) . This is reinforced by studies showing that product quality significantly influences consumer purchase intentions, even more important than price or availability (VIORENTINA & SANTOSO, 2023) . High-quality products and a positive brand image can significantly improve consumer

purchasing decisions, especially in highly competitive markets like streaming services (VIORENTINA & SANTOSO, 2023) .

***Brand Awareness has a positive influence on Disney+ purchasing decisions***

This study found that increased brand awareness was positively correlated with the probability of a Disney+ purchase decision, confirming the crucial role of promotional strategies and brand exposure in a competitive market environment (Crystrie & Sartika, 2022) . Effective communication strategies, including digital campaigns and influencer collaborations, can significantly increase brand visibility among Gen Z, which in turn drives purchase intent (Victoria & Purwianti, 2022) . Netflix, as the global market leader, has consistently demonstrated that emphasizing social media, frequent content updates, and creative promotions are key to strengthening customer relationships and increasing revenue (Januar et al., 2023) . This strategy is also supported by the use of influencers and celebrities as brand ambassadors, which have proven effective in influencing Gen Z purchasing decisions through credibility and personal appeal (Kusumawardhany & Karya, 2023) . Utilizing social media as a primary platform for promotion and customer engagement, in line with Netflix's strategy, allows Disney+ to build a strong and relevant brand narrative for its young audience (Januar et al., 2023). (Aripradono, 2020) . This approach is highly relevant considering the dominance of social media among Gen Z as a primary source of information and reference for consumption decisions (Wibisono et al., 2023) .

**CONCLUSIONS AND RECOMMENDATIONS**

The conclusion of this study confirms that product appeal and brand awareness are crucial factors that significantly influence Disney+ purchase decisions among Generation Z. The analysis shows that these two variables have a substantial contribution to consumer purchase intention, which has highly relevant implications for marketing strategies and product development. This implication highlights the need for an integrated strategic approach, focusing not only on product quality and innovation but also on strengthening brand perception in the minds of these young consumers. Thus, efforts to increase brand recognition through creative promotional campaigns and personalized content will be crucial in attracting this market segment. Furthermore, competitive pricing strategies and strategic partnerships with platforms or influencers relevant to Gen Z can further enhance product appeal, given their preference for digital value and connectivity (Winarko et al., 2021) . Digital marketing efforts, particularly through social media and collaborations with influencers, are crucial for reaching and influencing Gen Z purchase decisions (Haoe et al., 2023). (Putri & Sulaeman, 2022)

**FURTHER STUDY**

Future research could include additional variables such as price perception, service quality, or social influence, and involve a broader sample beyond Generation Z. Comparative studies with other streaming platforms or using qualitative approaches could also provide deeper insights.

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