

The Mediating Role of Consumer IP Engagement in Animation IP Purchase Intention: A Comparative Study of Si Juki and Ne Zha

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Abstract: Indonesian animation industry holds significant potential in supporting creative economy growth through Intellectual Property (IP) development, however, the dominance of foreign IPs remains a challenge for local IPs in driving its purchase intention. Therefore, this research is aimed to analyze the influencing factors of purchase intention toward local animation IP products. The study involved 340 animation fans from the 10 regions with the largest fan bases in Indonesia, analyzed using PLS-SEM. The findings reveal that Social Media Content Quality, Narrative Quality, and Self-Image Congruence significantly influence purchase intention through Perceived Value, Consumer IP Engagement, and Place Identification. Consumer IP Engagement emerged as key mechanism driving purchase intention, while Place Identification serves as a complementary factor reinforcing this effect. This study's contribution lies in IP marketing literature by elucidating how IP quality influences purchase intention through consumers' psychological mechanisms. Practically, the findings underscore the importance of strengthening character quality, narrative, and consumer engagement in boosting purchase intention. The novelty of this study is expanding Place Identification literature which predominantly used in tourism research and Self-Image Congruence which has received limited but growing attention in creative industry research, into a creative product context.

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INTRODUCTION

The global creative economy increasingly recognizes Intellectual Property (IP) as a strategic asset for generating sustainable economic growth and long-term competitive advantage. Within this ecosystem, the Film, Animation, and Video (FAV) subsector has shifted beyond content production toward the commercialization of original IPs through films, streaming platforms, licensing, games, and merchandise. Compared with outsourcing-based business models, IP ownership allows creators to retain creative control while generating recurring revenue and stronger brand equity over time (Kurniawan, 2019; Sasongko, 2022). This model has been successfully implemented in countries such as Japan, the United States, and Malaysia, where animation IPs have become important economic and cultural assets. In Indonesia, the FAV subsector ranked as the second-fastest growing contributor to the creative economy during 2023-2024, demonstrating its growing strategic role in national economic development (Kemenparekraf, 2024).

Despite this encouraging growth, Indonesia continues to face difficulties in converting original animation IPs into commercially successful brands. Indonesia's animation industry generated approximately US\$735.32 million in revenue in 2024, considerably lower than the animation industries of Japan and Malaysia (Data Bridge Market Research, 2024). This gap is further reflected in global innovation performance, where Japan and Malaysia are included in the Global Innovation Index Top

100 Innovation Clusters, while Indonesia is not (WIPO, 2025). Although AINAKI reported the existence of 262 animation studios developing 308 original IPs with a market value of Rp798.65 billion in 2025 (Harususilo, 2026), only a small number of local IPs have achieved sustainable commercial success (AINAKI, 2020). These conditions indicate that the rapid expansion of IP creation has not been accompanied by comparable consumer demand, suggesting that the industry's primary challenge lies in market acceptance rather than production capacity.

One plausible explanation for this commercialization gap is consumers' perception of the value offered by local animation IPs. Indonesian audiences are increasingly exposed to internationally successful animation franchises and consequently evaluate domestic IPs using similar quality standards (Kurniawan, 2019). As a result, consumers often question whether local animation products provide sufficient functional, emotional, and symbolic benefits to justify purchasing cinema tickets, merchandise, or streaming subscriptions. This reflects the importance of *perceived value*, defined as consumers' overall assessment of the benefits received relative to the costs incurred (Boksberger & Melsen, 2011). Prior studies consistently identify perceived value as one of the strongest predictors of purchase intention across digital consumption and creative product contexts (Jiang et al., 2022; Moslehpour et al., 2022), making it a critical factor for improving the competitiveness of Indonesian animation IPs.

The importance of perceived value becomes even more evident in the digital era, where social media has become the primary interface connecting IP creators with consumers. KEMENPAREKRAF (2024) identified marketing and promotion as the largest contributor to creative economy growth, accounting for 69.05% of the industry's key growth factors. Several Indonesian animation IPs, including Tahilalats, Si Juki, Nussa, and Jumbo, have demonstrated how effective social media communication strengthens audience interaction, expands IP extensions, and increases ticket and merchandise sales (CNN Indonesia, 2025; Pionicon, 2023; Sasongko, 2022; Sync, 2023). Consistent with these industry practices, previous studies report that high-quality social media content enhances perceived value by delivering informative, entertaining, and interactive consumer experiences (Li et al., 2023; Rajeh & Alhyasat, 2025). However, social media exposure alone may not be sufficient unless consumers also develop meaningful psychological attachment to the IP.

This psychological process can be explained through the Stimulus–Organism–Response (SOR) framework, which proposes that external stimuli first influence consumers' internal evaluations before shaping behavioral responses (Mehrabian & Russell, 1974). In the context of animation IPs, previous studies demonstrate that Social Media Content Quality, IP Narrative Quality, and IP Self-Image Congruence positively influence consumers' perceived value (Bordwell et al., 2020; Hamby et al., 2023; Kumar & Kaushik, 2022; Zhu & Teng, 2019; Li et al., 2023). Higher perceived value subsequently increases consumers' willingness to purchase IP-related products (Jiang et al., 2022; Moslehpour et al., 2022). More recent studies further suggest that perceived value also stimulates *Consumer IP Engagement* such as advocacy, content sharing, community participation, and co-creation which ultimately strengthens purchase intention (Hollebeek et al., 2014; Obilo et al., 2021; Peltier et al., 2020; Yu, 2026). These findings imply that consumer engagement represents a key psychological mechanism linking value perception to purchasing behavior in IP-based industries.

While these findings support the importance of engagement in consumer decision-making, most prior studies have primarily examined digital brands, online retail, tourism, or general entertainment products. Comparatively fewer studies have investigated engagement mechanisms within animation Intellectual Property (IP)-based products, where purchasing decisions are often influenced by symbolic meaning, emotional attachment, and long-term identification with fictional characters. Consequently, whether Consumer IP Engagement functions similarly within the commercialization of animation IPs remains insufficiently understood, particularly in emerging creative industries such as Indonesia (Dwivedi et al., 2023; Hollebeek et al., 2022).

Despite the growing body of research on perceived value and purchase intention, empirical evidence within animation IP commercialization remains scarce. Existing studies on Indonesia's animation industry have largely emphasized supply-side issues, including industrial ecosystems (Kurniawan, 2019), stakeholder collaboration (Nurjati et al., 2020), structural barriers (Sasongko, 2022), audience preferences (Mardianto et al., 2019), and production management (Rivalda & Sukmono, 2026). Although these studies provide valuable insights into industry development, they offer limited understanding of the consumer-side mechanisms underlying purchase intention. More importantly, the mediating role of *Consumer IP Engagement* between perceived value and purchase intention has received little empirical attention, despite engagement being recognized as a central construct in contemporary consumer behavior research (Obilo et al., 2021). Furthermore, existing studies generally investigate purchase intention through direct relationships among marketing variables, while limited attention has been given to explaining the psychological process through which perceived value is transformed into purchase intention via consumer engagement. This unresolved issue indicates the need for a more comprehensive explanatory model within the context of animation IP commercialization.

To address these theoretical and practical gaps, this study positions *Consumer IP Engagement* as the primary mechanism linking perceived value and purchase intention toward animation IP-based products. Unlike previous studies that primarily emphasize direct effects, this research develops and empirically tests a mediation model that explains how perceived value is translated into purchase intention through consumers' cognitive, emotional, and behavioral engagement. Unlike previous studies that predominantly examine direct relationships, this research investigates whether consumers who perceive greater value become more cognitively, emotionally, and behaviorally engaged before developing stronger purchase intentions. Furthermore, this study extends the literature by comparing Si Juki, one of Indonesia's leading local animation IPs, with Ne Zha, a globally successful imported animation IP. Given differences in cultural familiarity, brand recognition, and consumer expectations, the relationships among the proposed constructs may vary across the two IPs (Strandberg & Styv, 2024). Therefore, Multigroup Analysis (MGA) is employed to examine these potential differences.

Theoretically, this study contributes to the literature by extending the Stimulus–Organism–Response framework into the context of animation IP commercialization. Specifically, it advances previous research by demonstrating how perceived value is transformed into purchase intention through *Consumer IP Engagement* within a creative industry setting characterized by symbolic consumption and emotional attachment. The comparative perspective between local and imported IPs further enriches the understanding of consumer behavior toward cultural products in emerging markets. This study also contributes by integrating value perception, psychological engagement, and comparative IP evaluation into a single empirical framework, thereby providing a more comprehensive explanation of consumer decision-making in creative industries. From a managerial perspective, the findings are expected to provide practical guidance for animation studios, IP owners, and policymakers in designing strategies that strengthen consumer engagement and improve the commercial competitiveness of Indonesian animation IPs. Such evidence is particularly relevant as Indonesia continues to transition from an outsourcing-oriented animation industry toward a sustainable IP-based creative economy.

Based on these considerations, this study investigates the mediating role of *Consumer IP Engagement* in the relationship between perceived value and purchase intention toward animation IP-based products through a comparative analysis of Si Juki and Ne Zha. By integrating perceived value, consumer engagement, and comparative IP evaluation within a single empirical framework, this study seeks to provide robust evidence explaining how consumers develop purchase intentions toward animation IP products. Ultimately, the findings are expected to contribute both to the advancement

of consumer behavior theory in creative industries and to provide empirical evidence that supports more effective commercialization strategies for Indonesian animation IPs.

RESEARCH METHOD

Research Design

This study employed a quantitative research design based on the positivist paradigm to examine the relationships among *Perceived Value*, *Consumer IP Engagement*, and *Purchase Intention* toward animation IP-based products using the Stimulus–Organism–Response (SOR) framework. Specifically, the study investigated the mediating role of *Consumer IP Engagement* in the relationship between *Perceived Value* and *Purchase Intention*. A comparative approach was adopted by examining two animation Intellectual Properties (IPs): Si Juki, representing a leading Indonesian animation IP, and Ne Zha, representing a successful imported animation IP. Primary data were collected through an online questionnaire using a five-point Likert scale.

The positivist approach was selected because the study aims to empirically test theoretically derived hypotheses and examine causal relationships among latent constructs using standardized measurements. This approach is appropriate for Structural Equation Modeling (SEM), which emphasizes objective measurement and statistical inference in explaining consumer behavior (Hair et al., 2022).

Population, Sample, and Data Collection

The research instrument measured six constructs, namely IP Narrative Quality, IP Self-Image Congruence, Social Media Content Quality, Perceived Value, Consumer IP Engagement, and Purchase Intention, with measurement items adapted from established studies. The target population comprised Indonesian Generation Z and Millennial consumers who were familiar with both animation IPs, had purchased at least one IP-related product, and had actively used social media for at least one year.

A purposive sampling technique was employed to select respondents who met these criteria. Data were collected through an online questionnaire distributed across ten Indonesian provinces with the highest concentration of animation enthusiasts. A total of 340 valid responses were obtained, consisting of 170 Si Juki consumers and 170 Ne Zha consumers. Participation in the survey was voluntary, and respondents were informed about the purpose of the study before completing the questionnaire. The anonymity and confidentiality of respondents were maintained throughout the data collection process.

Data Analysis

The proposed research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. PLS-SEM was selected because it is appropriate for prediction-oriented studies involving multiple latent variables, mediation analysis, and relatively complex structural relationships. In addition, PLS-SEM is suitable for behavioral research because it places fewer restrictions on data distribution assumptions than covariance-based SEM (Hair et al., 2022).

The analysis was conducted in two stages. First, the measurement model was evaluated through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity using outer loadings, Composite Reliability (CR), Average Variance Extracted (AVE), the Fornell–Larcker criterion, and the Heterotrait–Monotrait Ratio (HTMT). Second, the structural model was assessed using the Variance Inflation Factor (VIF), coefficients of determination (R^2), effect sizes (f^2), and bootstrapping to test the proposed hypotheses.

Finally, Partial Least Squares Multi-Group Analysis (PLS-MGA) was performed to examine whether the structural relationships differed significantly between consumers of the local animation IP (Si Juki) and the imported animation IP (Ne Zha) (Hair et al., 2022). This analysis complements the

mediation analysis by identifying whether the proposed relationships differ across the two consumer groups, thereby strengthening the comparative perspective of this study.

RESULTS AND DISCUSSION

This section presents the empirical findings of the study, including respondent characteristics, measurement model evaluation, structural model assessment, hypothesis testing, and Multi-Group Analysis (MGA). The discussion subsequently interprets these findings by relating them to the Stimulus–Organism–Response (SOR) framework and previous empirical studies to explain the mechanisms underlying consumers' purchase intention toward animation IP-based products.

Respondent Characteristics

A total of 362 responses were collected through an online survey conducted between 5 and 20 April 2026 using the Populix platform. After screening for completeness and eligibility, 340 valid responses were retained for analysis. Respondents were drawn from ten Indonesian provinces with the largest concentration of animation enthusiasts (Amananti, 2024), with the highest proportion originating from DKI Jakarta (15%), followed by East Kalimantan, East Java, and North Sumatra (11% each). The sample was relatively balanced across age groups, comprising 175 respondents (51%) aged 17–25 years and 165 respondents (49%) aged 26–43 years, while females accounted for the majority of participants (66%). Most respondents had extensive social media experience, with nearly three-quarters reporting at least five years of active usage, indicating substantial familiarity with digital content and online engagement. To support the comparative objective of this study, the sample was equally divided between consumers of the local animation IP Si Juki and the imported animation IP Ne Zha, with 170 respondents (50%) assigned to each group for subsequent Multi-Group Analysis (MGA).

Measurement Model Analysis (Outer Model)

The measurement model was evaluated by examining convergent validity, discriminant validity, and construct reliability to ensure that all constructs were valid and reliable before testing the structural model. The complete results are presented in Table 1.

Table 1. Measurement Model Assessment Results

Construct	Retained Indicators	Outer Loading	AVE	Cronbach's α	CR	Decision
IP Narrative Quality (NQL)	NQ2–NQ8	0.746–0.794	0.589	0.863	0.896	Valid and reliable
IP Self-Image Congruence (SIC)	IC2, IC3, IC6–IC8	0.768–0.844	0.661	0.872	0.907	Valid and reliable
SMM Content Quality (CQL)	CQ2, CQ3, CQ5–CQ7	0.705–0.819	0.600	0.833	0.882	Valid and reliable
Perceived Value (PVE)	PV1, PV2, PV5, PV6	0.737–0.813	0.589	0.767	0.851	Valid and reliable
Consumer IP Engagement (CIE)	CE2–CE7	0.710–0.821	0.584	0.860	0.894	Valid and reliable
Place Identification (PLI)	PL1–PL3, PL5–PL6	0.704–0.819	0.569	0.815	0.868	Valid and reliable
IP Purchase Intention (PII)	PI1–PI4	0.800–0.837	0.682	0.844	0.895	Valid and reliable

Source: Primary data processed with SmartPLS, 2026.

The results indicate that all constructs met the recommended measurement model criteria. All retained indicators had outer loadings above 0.70, AVE values exceeded 0.50, and both Cronbach's Alpha (0.767–0.872) and Composite Reliability (0.851–0.907) were above the recommended thresholds, confirming convergent validity and internal consistency. In addition, discriminant validity

was established through the Cross Loadings, Fornell–Larcker criterion, and HTMT values (< 0.90). Overall, these results confirm that the measurement model is both valid and reliable, supporting further structural model evaluation.

These findings indicate that all latent constructs adequately capture their intended theoretical dimensions, providing a robust measurement foundation for testing the proposed structural relationships. The satisfactory validity and reliability results also reduce the possibility that subsequent structural estimates are influenced by measurement errors, thereby increasing confidence in the interpretation of the causal relationships among the constructs (Hair et al., 2022).

Structural Model Analysis (Inner Model)

After confirming that the measurement model satisfied the validity and reliability requirements, the structural model was evaluated to examine the predictive capability and explanatory power of the proposed research model. As illustrated in Figure 1 and Table 2, the evaluation examined the structural relationships among constructs through multicollinearity assessment (VIF), explanatory power (R^2), effect size (f^2), Path Coefficients and hypothesis testing using bootstrapping to determine the significance of the proposed direct and indirect relationships.

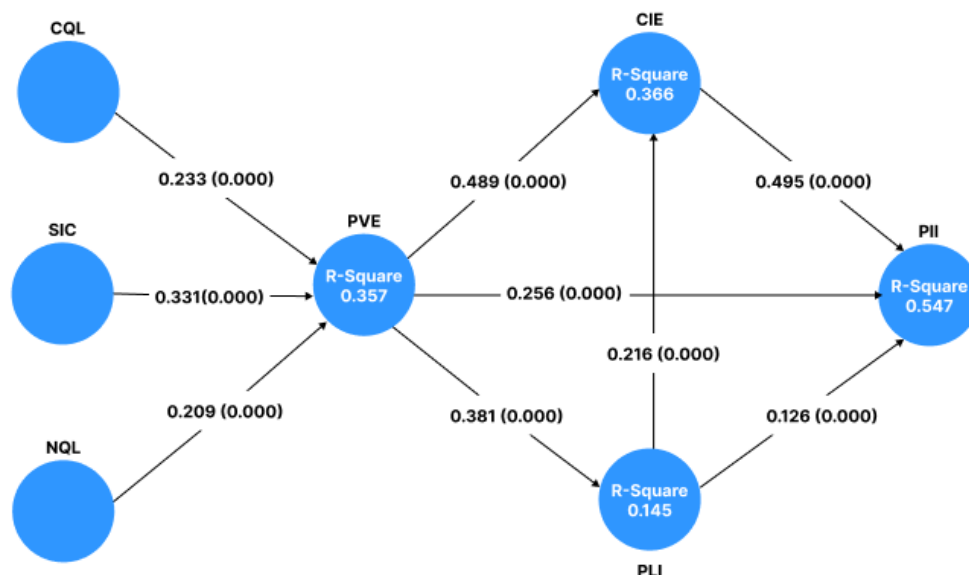


Figure 1. Main Structural Model Result

Table 2. Summary of Structural Model Assessment (VIF, R^2 , f^2)

Assessment	Indicator / Construct	Result	Recommended Threshold	Interpretation
Multicollinearity (VIF)	All indicators	1.386–3.058	< 5.00	No multicollinearity
Coefficient of Determination (R^2)	Perceived Value (PVE)	0.368	0.25 = weak, 0.50 = moderate, 0.75 = substantial	Weak-moderate
	Consumer IP Engagement (CIE)	0.373		Weak-moderate
	Place Identification (PLI)	0.151		Weak
	IP Purchase Intention (PII)	0.553		Moderate

Effect Size (f^2)	CIE → PII	0.343	0.02 = small, 0.15 = medium, 0.35 = large	Medium (highest)
	PVE → CIE	0.323		Medium
	PVE → PLI	0.170		Medium
	SIC → PVE	0.130		Small
	PVE → PII	0.094		Small
	CQL → PVE	0.067		Small
	PLI → CIE	0.063		Small
	NQL → PVE	0.055		Small
	PLI → PII	0.028		Small

As summarized in Table 2, the structural model met all recommended evaluation criteria. The VIF values ranged from 1.386 to 3.058, indicating the absence of multicollinearity. The coefficient of determination (R^2) showed moderate explanatory power for IP Purchase Intention (0.553), weak-to-moderate explanatory power for Consumer IP Engagement (0.373) and Perceived Value (0.368), and weak explanatory power for Place Identification (0.151). The effect size (f^2) analysis further revealed that Consumer IP Engagement to IP Purchase Intention (0.343) and Perceived Value to Consumer IP Engagement (0.323) were the strongest relationships in the model, while Perceived Value to Place Identification (0.170) showed a moderate effect. The remaining paths exhibited small effect sizes (0.028–0.130), indicating relatively limited individual contributions. Overall, these results confirm that the proposed structural model demonstrates satisfactory predictive capability and is appropriate for subsequent hypothesis testing.

After confirming that the structural model met the required criteria, hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4. Following Hair et al. (2022), hypotheses were considered supported when $t > 1.96$ and $p < 0.05$. The analysis examined both direct and indirect effects to evaluate the proposed hypotheses. The moderate explanatory power observed for Purchase Intention ($R^2 = 0.553$) suggests that the proposed model captures a substantial proportion of consumers' purchasing decisions toward animation IP products. Nevertheless, the remaining unexplained variance indicates that additional determinants, such as brand trust, fandom intensity, or perceived authenticity, may also influence consumers' purchase intention and deserve further investigation in future studies.

Table 3. Direct Effect Results

Path	β	t-value	p-value	Decision
H1a: Social Media Content Quality → Perceived Value	0.233	4.632	0.000	Supported
H1b: IP Self-Image Congruence → Perceived Value	0.331	6.119	0.000	Supported
H1c: IP Narrative Quality → Perceived Value	0.209	4.016	0.000	Supported
H2a: Perceived Value → Consumer IP Engagement	0.489	9.764	0.000	Supported
H2b: Perceived Value → Place Identification	0.381	7.626	0.000	Supported
H2c: Perceived Value → IP Purchase Intention	0.256	4.980	0.000	Supported

As presented in Table 3, all direct relationships are positive and statistically significant ($t > 1.96$, $p < 0.05$), supporting all proposed direct hypotheses. Among the antecedents of Perceived Value (PVE), IP Self-Image Congruence (SIC) has the strongest effect ($\beta = 0.331$), followed by SMM Content Quality (CQL) ($\beta = 0.233$) and Narrative Quality (NQL) ($\beta = 0.209$). In addition, Perceived Value significantly influences Consumer IP Engagement (CIE) ($\beta = 0.489$), Place Identification (PLI) ($\beta = 0.381$), and IP Purchase Intention (PII) ($\beta = 0.256$), with the strongest effect observed on Consumer IP Engagement. Collectively, these findings support the SOR framework by demonstrating that consumers first evaluate external marketing and symbolic cues before developing internal psychological evaluations that subsequently shape behavioral intentions. The stronger influence of Self-Image Congruence compared with Narrative Quality and Social Media Content Quality also suggests that symbolic self-expression plays a particularly important role in consumers' evaluation of animation IP products.

Table 4. Indirect Effect Results

Path	β	t-value	p-value	Decision
H3a: Perceived Value $\rightarrow$ Consumer IP Engagement $\rightarrow$ IP Purchase Intention	0.242	8.198	0.000	Supported
H3b: Perceived Value $\rightarrow$ Place Identification $\rightarrow$ IP Purchase Intention	0.048	2.585	0.005	Supported
H3c: Perceived Value $\rightarrow$ Place Identification $\rightarrow$ Consumer IP Engagement $\rightarrow$ IP Purchase Intention	0.041	3.025	0.001	Supported

The mediation results further demonstrate that Perceived Value alone is insufficient to fully explain purchase intention. Instead, consumers translate favorable value perceptions into purchasing behavior through psychological engagement with the IP. This finding supports the proposition that engagement functions as an internal organism within the SOR framework, bridging external evaluations and behavioral responses. As presented in Table 4, all indirect effects are statistically significant, supporting the proposed mediation hypotheses. Among the mediation pathways, Consumer IP Engagement (CIE) provides the strongest mediating effect between Perceived Value (PVE) and IP Purchase Intention (PII) ($\beta = 0.242$), whereas mediation through Place Identification (PLI) alone ($\beta = 0.048$) and the sequential mediation of PLI $\rightarrow$ CIE ($\beta = 0.041$) are significant but weaker. Overall, the findings indicate that IP Self-Image Congruence is the strongest antecedent of Perceived Value, while Consumer IP Engagement is the primary mechanism through which Perceived Value enhances IP Purchase Intention.

Multi-Group Analysis between Local and Imported Animation IP

To compare the structural relationships between consumers of local and imported animation IPs, a Multi-Group Analysis (MGA) was conducted using Si Juki and Ne Zha, based on 340 valid responses (170 respondents per group). Before performing the comparison, the Measurement Invariance of Composite Models (MICOM) procedure was conducted following Cheah et al. (2020) to confirm measurement equivalence through compositional invariance, equality of composite mean values, and equality of composite variances, ensuring that any differences identified reflect genuine structural differences rather than measurement inconsistencies.

Table 5. MICOM Results

	Compositional Invariance		Equality of Composite-Mean Values		Equality of Composite Variances	
	Correlation	Permutation p values (>0.050)	Correlation	Permutation p values (>0.050)	Correlation	Permutation p values (>0.050)
CQL	0.999	0.667	0.096	0.180	-0.210	0.117
SIC	0.999	0.615	-0.098	0.193	0.006	0.498
NQL	0.999	0.889	0.122	0.128	-0.110	0.284
PII	0.999	0.155	0.003	0.477	-0.003	0.495
PLI	0.999	0.718	-0.016	0.453	-0.017	0.457
PVE	0.999	0.297	-0.083	0.242	-0.045	0.405
CIE	1.000	0.808	-0.004	0.494	-0.120	0.207

Based on Table 5, all constructs satisfy the requirements of compositional invariance, equality of composite means, and equality of composite variances. Therefore, full measurement invariance is established between the Si Juki and Ne Zha groups. Although full measurement invariance allows the data to be pooled, MGA was still conducted because the objective of this study is to compare the structural relationships between local and imported animation IP consumers rather than estimate a single pooled model.

Table 6. Comparative Path Coefficient Results

Path	Si Juki (β)	p-value	Ne Zha (β)	p-value
CQL → PVE	0.489	0.000	0.397	0.000
SIC → PVE	0.198	0.002	0.281	0.002
NQL → PVE	0.207	0.011	0.230	0.004
PVE → CIE	0.456	0.000	0.642	0.000
PVE → PLI	0.737	0.000	0.765	0.000
PVE → PII	0.378	0.000	0.541	0.000
PVE → CIE → PII	0.151	0.032	0.109	0.032
PVE → PLI → PII	0.150	0.028	0.092	0.131
PVE → PLI → CIE → PII	0.105	0.000	0.019	0.125

Table 6 compares the structural relationships between the Si Juki and Ne Zha models. Overall, the direct relationships are statistically significant in both groups, confirming the applicability of the proposed model across local and imported animation IPs. In the Si Juki model, the strongest relationship is Perceived Value and Place Identification ($\beta = 0.737$), and all indirect effects are significant, indicating that both Place Identification and Consumer IP Engagement mediate the effect of Perceived Value on Purchase Intention. In contrast, although all direct relationships remain significant in the Ne Zha model, the indirect effects through Place Identification are not significant, suggesting that purchase intention is driven primarily by Perceived Value and Consumer IP Engagement rather than place identification. Overall, these findings indicate that Place Identification plays a more prominent mediating role in the local animation IP (Si Juki) than in the imported animation IP (Ne Zha).

Table 7. Multi-Group Analysis Results

Path	Si Juki	Ne Zha	Difference	MGA p	Interpretation
CQL → PVE	0.489	0.397	0.082	0.252	Not Significant
SIC → PVE	0.198	0.281	-0.083	0.241	Not Significant
NQL → PVE	0.207	0.230	-0.023	0.439	Not Significant
PVE → CIE	0.456	0.642	-0.186	0.052	Not Significant
PVE → PII	0.378	0.541	-0.163	0.167	Not Significant
PVE → PLI	0.737	0.765	-0.028	0.289	Not Significant
PVE → CIE → PII	0.151	0.109	0.042	0.283	Not Significant
PVE → PLI → PII	0.150	0.092	0.058	0.308	Not Significant
PVE → PLI → CIE → PII	0.105	0.019	0.085	0.011	Significant

As presented in Table 7, the Multi-Group Analysis (MGA) indicates that most structural relationships do not differ significantly between Si Juki and Ne Zha consumers (MGA $p > 0.05$), suggesting that the proposed model is generally consistent across both groups. However, a significant difference is observed in the sequential mediation pathway PVE on PLI → CIE → PII (MGA $p = 0.011$), which is stronger for Si Juki ($\beta = 0.105$) than Ne Zha ($\beta = 0.019$). This finding indicates that Place Identification and Consumer IP Engagement play a more important sequential mediating role in translating Perceived Value into Purchase Intention among local animation IP consumers, highlighting the stronger influence of local identity in the Si Juki context. From a comparative perspective, the absence of significant differences across most structural paths indicates that the underlying consumer decision-making process is relatively universal across local and imported animation IPs. However, the stronger sequential mediation observed for Si Juki demonstrates that local cultural identity provides an additional psychological mechanism that imported IPs cannot easily replicate.

Table 8. Summary of MGA Hypothesis Testing

Code	Hypothesis	Result
H4a	The structural relationships in the proposed research model differ between consumers of local and imported animation IPs.	Supported

Multi-Group Analysis (Post Hoc)

To provide additional insights beyond the proposed hypotheses, a post hoc Multi-Group Analysis (PLS-MGA) was conducted based on respondents' place of origin (inside vs. outside Java) and age (17–25 vs. 26–43 years). Although these comparisons were not included in the conceptual model, they were performed to explore whether consumer behavior differs across demographic groups. Prior to the MGA, the MICOM procedure confirmed measurement invariance across both grouping variables, indicating that subsequent group comparisons were appropriate.

Table 9. Summary of Post Hoc Multi-Group Analysis

Path	Java vs Outside Java (MGA p)	Result	17–25 vs 26–43 (MGA p)	Result
CQL → PVE	0.048	Significant	0.389	Not Significant
SIC → PVE	0.040	Significant	0.188	Not Significant
NQL → PVE	0.403	Not Significant	0.494	Not Significant
PVE → CIE	0.004	Significant	0.324	Not Significant
PVE → PII	0.115	Not Significant	0.087	Not Significant
PVE → PLI	0.163	Not Significant	0.213	Not Significant
PVE → CIE → PII	0.248	Not Significant	0.212	Not Significant
PVE → PLI → PII	0.150	Not Significant	0.037	Significant
PVE → PLI → CIE → PII	0.078	Not Significant	0.429	Not Significant

As shown in Table 9, several structural relationships differ significantly between consumers inside and outside Java. Social Media Content Quality (CQL) has a stronger influence on Perceived Value (PVE) among consumers inside Java (MGA $p = 0.048$), whereas Self-Image Congruence (SIC) exerts a stronger effect among consumers outside Java (MGA $p = 0.040$). In addition, the relationship between Perceived Value and Consumer IP Engagement (PVE → CIE) is significantly stronger for respondents outside Java (MGA $p = 0.004$). The remaining direct and indirect relationships do not differ significantly, indicating that the overall structural model is generally consistent across geographical regions.

For the age comparison, most structural relationships also remain invariant between respondents aged 17–25 years and 26–43 years. The only significant difference is observed in the indirect effect of Perceived Value → Place Identification → Purchase Intention (MGA $p = 0.037$), which is stronger among older consumers. This finding suggests that older consumers are more likely to translate perceived value into purchase intention through place identification, whereas younger consumers rely more on direct perceived value and engagement-related mechanisms. Overall, the post hoc MGA indicates that regional differences primarily affect the formation of perceived value and engagement, while age differences mainly influence the mediating role of place identification in shaping purchase intention.

Discussions

H1a: The Effect of Social Media Content Quality on Perceived Value

The findings support H1a, indicating that Social Media Content Quality has a positive and significant effect on Perceived Value ($\beta = 0.235, p < 0.001$). This result is consistent with previous studies (Rajeh & Alhyasat, 2025; Singh, 2024), confirming that high-quality social media content enhances consumers' value perceptions. Among the content quality indicators, interactivity and emotional appeal showed the highest contributions, suggesting that content encouraging participation and eliciting positive emotions most effectively increases perceived value. While previous studies reported mixed findings regarding the effectiveness of interactive content (Cheung et al., 2020; Drossos et al., 2024), the present study indicates that interactivity is particularly important in the animation IP context because it strengthens emotional connections

between consumers and IP characters. Therefore, animation creators should develop content that goes beyond generating likes or views by encouraging meaningful participation through activities such as character voting, fan-art competitions, behind-the-scenes content, and interactive storytelling, thereby increasing consumers' perceived value and ultimately supporting stronger engagement and purchase intention.

H1b: The Effect of IP Narrative Quality on Perceived Value

The findings support H1b, demonstrating that IP Narrative Quality positively influences Perceived Value ($\beta = 0.209$, $p < 0.001$). This finding suggests that compelling storytelling, emotional depth, and clear narratives increase consumers' appreciation of an animation IP. The strongest indicators were emotional attachment to characters and clarity of the story perspective, indicating that consumers value narratives that are emotionally engaging and easy to understand. These findings are consistent with Chang et al. (2019), who argued that narrative quality enhances consumer evaluation by strengthening emotional and cognitive involvement. In the animation industry, strong narratives not only increase audience engagement during content consumption but also create symbolic meaning that extends to IP-based merchandise. As suggested by Hamby et al. (2023), products associated with meaningful narratives become more valuable because consumers transfer emotional significance from the story to the merchandise. Consequently, animation creators should continuously develop emotionally meaningful stories and memorable narrative elements that can strengthen both long-term audience attachment and the commercial value of IP-based products.

H1c: The Effect of IP Self-Image Congruence on Perceived Value

The findings support H1c, showing that IP Self-Image Congruence has the strongest positive effect on Perceived Value among the antecedent variables ($\beta = 0.331$, $p < 0.001$). This indicates that consumers perceive greater value when animation IP characters reflect either their actual or ideal self-image. The highest-loading indicators represent ideal self-image congruence, suggesting that consumers particularly value characters who embody the person they aspire to become. This finding supports Zhu and Teng (2019), who argued that symbolic brands derive value from consumers' identity expression rather than functional attributes. In the context of animation IP, characters such as Si Juki and Ne Zha enable consumers to identify with relatable struggles or aspirational qualities, thereby strengthening perceived value. These results imply that successful animation IPs should develop visually appealing and psychologically relatable characters that represent consumers' desired identities while maintaining distinctive cultural characteristics, enabling stronger emotional attachment and greater commercial value.

H2a: The Effect of Perceived Value on Consumer IP Engagement

The findings support H2a, indicating that Perceived Value has a positive and significant effect on Consumer IP Engagement ($\beta = 0.489$, $p < 0.001$), representing the strongest direct relationship in the structural model. Consumers who perceive greater functional, emotional, and experiential value from animation IP products are more likely to invest cognitive, emotional, and behavioral resources through activities such as following, sharing, commenting, advocating, and participating in fan communities. This finding is consistent with previous studies across various industries (Confente et al., 2020; Yu, 2026), demonstrating that perceived value is a key driver of consumer engagement. The strongest perceived value indicators curiosity fulfillment, functional usefulness, and enjoyment suggest that animation IP engagement is stimulated by both practical and emotional benefits. Therefore, creators should continuously provide valuable experiences that satisfy consumers' curiosity while delivering enjoyable interactions to sustain long-term engagement with the IP.

H2b: The Effect of Perceived Value on Place Identification

The findings support H2b, demonstrating that Perceived Value positively influences Place Identification ($\beta = 0.381$, $p < 0.001$). Consumers who perceive higher value from animation IP products

are more likely to develop emotional attachment and a stronger sense of belonging toward the place and culture represented by the IP. This relationship is particularly relevant for local animation IPs such as Si Juki, where Indonesian cultural elements, language, humor, and everyday experiences strengthen consumers' identification with their local identity. The findings are consistent with previous research in tourism and geographical indication products (Qian, 2024; Zhang et al., 2023), suggesting that perceived value extends beyond product evaluation by reinforcing consumers' psychological attachment to local culture. Accordingly, incorporating authentic local cultural elements into animation narratives may strengthen both consumer identification and the competitiveness of domestic animation IPs.

H2c: The Effect of Perceived Value on Purchase Intention

The findings support H2c, indicating that Perceived Value has a positive and significant direct effect on Purchase Intention ($\beta = 0.256$, $p < 0.001$). Consumers who perceive greater functional, emotional, and symbolic value are more willing to purchase animation-related products such as merchandise, movie tickets, or digital subscriptions. This finding aligns with previous studies (Jiang et al., 2022; Qian, 2024; Zhang et al., 2024), which consistently identify perceived value as a major determinant of behavioral intention. The results highlight that consumers evaluate animation IP products not only based on product quality but also on the emotional experiences and symbolic meanings associated with the IP. Therefore, strengthening consumers' perceived value through compelling narratives, relatable characters, and high-quality social media communication represents an effective strategy for increasing purchase intention toward animation IP products.

H3a: The Mediating Role of Consumer IP Engagement in the Relationship between Perceived Value and Purchase Intention

The findings support H3a, demonstrating that Consumer IP Engagement significantly mediates the relationship between Perceived Value and Purchase Intention ($\beta = 0.242$, $p < 0.001$). Consumers who perceive greater value from animation IP products are more likely to actively engage with the IP through social media interactions, discussions, and fan activities, which subsequently increases their intention to purchase IP-related products. This result is consistent with previous studies in mobile commerce, social commerce, and live-streaming contexts, which identify consumer engagement as an important mechanism linking positive evaluations to purchase intention. However, unlike utilitarian products, engagement with animation IPs is primarily driven by symbolic, hedonic, and epistemic value, such as entertainment, emotional resonance, cultural relevance, and self-expression. Therefore, this study extends the engagement literature by confirming that Consumer IP Engagement is the primary mechanism through which perceived value translates into purchase intention in the animation IP context.

H3b: The Mediating Role of Place Identification in the Relationship between Perceived Value and Purchase Intention

The results support H3b, indicating that Place Identification significantly mediates the relationship between Perceived Value and Purchase Intention, although its effect is relatively weak ($\beta = 0.048$, $p = 0.005$). Consumers who perceive greater value from animation IPs tend to develop stronger identification with the cultural and place-related elements embedded in the IP, which contributes to higher purchase intention. This finding is consistent with studies on geographical indication products, tourism destinations, and industrial heritage, which report that place identification can strengthen behavioral intentions. However, unlike products whose geographic origin is explicitly emphasized, animation IPs rarely highlight a specific place of origin. Consequently, purchase decisions are influenced more strongly by entertainment value, characters, and storytelling than by place identity alone. These findings suggest that Place Identification functions as a complementary rather than dominant mediator in explaining consumers' purchase intention toward animation IP products.

H3c: The Sequential Mediating Role of Place Identification and Consumer IP Engagement in the Relationship between Perceived Value and Purchase Intention

The findings support H3c, showing that Place Identification and Consumer IP Engagement sequentially mediate the relationship between Perceived Value and Purchase Intention ($\beta = 0.041$, $p = 0.001$). Consumers who perceive higher value first develop psychological identification with the cultural and place-related cues represented by the animation IP, which subsequently encourages greater engagement through activities such as interacting with social media content, recommending the IP, and participating in fan communities, ultimately increasing purchase intention. Although the indirect effect is relatively small, the result is theoretically consistent with previous research suggesting that place identification precedes consumer engagement. The modest effect also indicates that identification with place alone is insufficient to generate strong engagement, as engagement is additionally influenced by factors such as character attachment, narrative quality, and fandom participation. Therefore, the sequential mediation pathway represents one of several mechanisms through which perceived value influences purchase intention, rather than the dominant pathway.

H4a: Differences between Local and Imported Animation IP Consumers

The Multi-Group Analysis indicates that the proposed SOR model is generally applicable to both Si Juki and Ne Zha consumers, as most structural relationships do not differ significantly between the two groups. The only significant difference is found in the sequential mediating role of Place Identification and Consumer IP Engagement, which is stronger among Si Juki consumers. This finding suggests that local animation IPs benefit from greater cultural proximity, allowing consumers to relate more strongly to local language, humor, lifestyles, and cultural values. Consequently, perceived value is more effectively translated into purchase intention through both place identification and consumer engagement. In contrast, consumers of Ne Zha appear to rely primarily on the entertainment value, storytelling quality, and character appeal of the IP rather than on place-related identification. Overall, these findings demonstrate that while the fundamental consumer decision-making process is similar across local and imported animation IPs, local IPs possess an additional advantage by leveraging consumers' cultural identity to strengthen purchase intention.

The findings also imply that domestic animation IPs possess a unique competitive advantage through cultural proximity. While imported IPs may compete through production quality and global popularity, local IPs can differentiate themselves by strengthening consumers' identification with local culture, language, and social values. This competitive advantage may become increasingly important for developing sustainable Indonesian animation IP ecosystems.

Post Hoc Multi-Group Analysis: Consumers Inside and Outside Java

The post hoc Multi-Group Analysis reveals that consumers inside and outside Java exhibit a similar overall decision-making structure, although significant differences emerge in the formation of Perceived Value and its influence on Consumer IP Engagement. Consumers inside Java rely more heavily on Social Media Content Quality when evaluating animation IPs, which may reflect higher internet penetration and greater exposure to digital marketing activities. Conversely, consumers outside Java place greater importance on Self-Image Congruence, suggesting that animation IP characters representing their ideal identity contribute more strongly to perceived value. In addition, the relationship between Perceived Value and Consumer IP Engagement is stronger among consumers outside Java, possibly because limited access to offline animation events encourages them to maintain their connection with animation IPs through online engagement. These findings indicate that regional differences influence how consumers develop perceived value and engagement, rather than the overall mechanism leading to purchase intention.

Post Hoc Multi-Group Analysis: Younger and Older Consumers

The Multi-Group Analysis shows that consumer behavior is generally consistent across age groups, with only one significant difference observed in the mediating role of Place Identification between Perceived Value and Purchase Intention. This mediation effect is stronger among consumers aged 26–43 years, indicating that older consumers are more likely to translate perceived value into purchase intention through emotional attachment to the cultural and place-related elements represented by animation IPs. In contrast, younger consumers rely less on place identification and appear to form purchase intentions more directly through perceived value and engagement-related processes. This difference may be explained by older consumers' stronger place attachment and accumulated cultural experiences, which make local identity cues more meaningful in shaping their purchasing decisions. Overall, the findings suggest that place-based identity is more influential for older consumers, whereas younger consumers are driven more by the intrinsic value and engagement offered by animation IPs.

Theoretical Implications

This study extends the Stimulus–Organism–Response (SOR) framework by demonstrating that Perceived Value serves as the central psychological evaluation through which external marketing stimuli and symbolic cues are transformed into consumers' purchase intentions (Mehrabian & Russell, 1974). More importantly, the findings confirm that Consumer IP Engagement functions as the primary psychological mechanism linking perceived value to behavioral intention, thereby extending previous consumer engagement research into the context of animation IP commercialization (Obilo et al., 2021). Furthermore, the comparative analysis between local and imported animation IPs reveals that cultural identity strengthens the sequential mediation process only within local IPs, providing additional theoretical evidence regarding the role of cultural proximity in consumer decision-making. These findings demonstrate that the SOR framework remains relevant for explaining consumer behavior in creative industries, particularly those characterized by symbolic consumption, emotional attachment, and cultural identity.

Building upon these findings, this study provides four main theoretical contributions. First, it extends the IP Perceived Quality framework by demonstrating that consumers' perceived value of animation IP products is jointly influenced by Social Media Content Quality, IP Narrative Quality, and IP Self-Image Congruence, with ideal-self congruence exerting the strongest influence on perceived value (Jiang et al., 2022). Second, this study broadens Place Identification theory by confirming that cultural and place-related identity contributes not only to consumers' emotional attachment but also indirectly strengthens purchase intention through Consumer IP Engagement. Third, the findings reinforce the consumer engagement framework proposed by Obilo et al. (2021) by highlighting Consumer IP Engagement as an identity-based psychological mechanism that translates consumers' value perceptions into purchase intentions within the animation IP context. Finally, this study enriches the still limited literature on Indonesian animation IPs by providing empirical evidence from a consumer behavior and digital marketing perspective, explaining how perceived value, engagement, and cultural identity jointly influence consumers' purchase intentions toward animation IP-based products.

Managerial Implications

The findings suggest that there are four main practical implications for Indonesian animation studios and IP creators. First, social media marketing specialist of Animation IP - based products should prioritize long-term consumer engagement through interactive and community-oriented content rather than one-way promotion. Second, studios may develop aspirational characters and integrate iconic merchandise into the storyline to strengthen perceived value. Third, local Animation IPs should leverage Indonesian cultural and place-related elements to enhance place identification. Lastly, marketing strategies should be adapted across consumer segments by emphasizing explicit cultural

narratives for older consumers, interactive engagement for younger consumers, high-quality social media content for consumers inside Java, and aspirational character branding with online communities for consumers outside Java. An integrated strategy combining these elements can strengthen perceived value, consumer engagement, and purchase intention toward local Animation IP products.

Beyond marketing communication, animation studios should consider engagement as a long-term strategic asset rather than a short-term promotional outcome. Continuous interaction with fan communities, co-creation activities, and consistent character development may strengthen consumers' emotional attachment, thereby increasing the long-term commercial sustainability of local animation IPs.

Limitations and Future Research

This study has several limitations. First, the respondents were limited to Indonesian consumers, which may restrict the generalizability of the findings to other cultural contexts. Second, the study compared only two animation IPs; therefore, future research could include additional local and international IPs from different genres. Third, although the proposed model explains a substantial proportion of purchase intention, other factors such as brand trust, fandom intensity, perceived authenticity, or nostalgia may further improve the explanatory power of the model. Future studies are encouraged to incorporate these variables and examine consumer behavior using longitudinal or experimental research designs.

CONCLUSION

This study examined the factors influencing consumers' purchase intention toward Animation IP products using the Stimulus–Organism–Response (S-O-R) framework by incorporating Consumer IP Engagement and Place Identification as mediating variables. The findings demonstrate that Social Media Content Quality, IP Narrative Quality, and IP Self-Image Congruence significantly enhance consumers' Perceived Value, which subsequently increases Consumer IP Engagement, Place Identification, and Purchase Intention. Both mediators significantly strengthen the relationship between Perceived Value and Purchase Intention, with Consumer IP Engagement showing a stronger mediating effect than Place Identification. The study also extends the S-O-R framework by introducing Place Identification as a relevant mechanism in the Animation IP context, highlighting the strategic importance of cultural identity for local Animation IPs. Furthermore, the MGA results indicate that although consumers of local (Si Juki) and imported (Ne Zha) Animation IPs generally follow similar purchasing processes, local IPs benefit more from Place Identification. Additional post hoc analyses reveal that consumers inside and outside Java differ in how Perceived Value is formed and translated into engagement, while older consumers rely more heavily on Place Identification than younger consumers in transforming Perceived Value into Purchase Intention.

This study has several limitations that provide opportunities for future research. First, the analysis is limited to the Indonesian Animation IP context by comparing Si Juki and Ne Zha, which may restrict the generalizability of the findings to other creative industries; therefore, future studies are encouraged to examine different IP sectors such as games, comics, webtoons, VTubers, virtual idols, or live-action entertainment. Second, the respondents were predominantly Generation Z and Millennials, suggesting that future research should include broader age groups to better understand generational differences in consumer behavior. Finally, this study focuses on Social Media Content Quality, IP Narrative Quality, IP Self-Image Congruence, Perceived Value, Consumer IP Engagement, and Place Identification, while other relevant variables such as fandom loyalty, nostalgia, brand trust, perceived authenticity, cultural proximity, and parasocial relationships may be incorporated into future research to develop a more comprehensive understanding of purchase intention toward Animation IP products.

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