



The Role of Intergenerational Influence to Indonesian Movie Ticket Purchase Among Indonesian Gen Z: A Conceptual Framework

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Abstract. Researchers have concluded that deductive research on the IGI on movie consumption offered novelty and originality, especially in quantitative method with action research strategy as explored in many literature. Understanding IGI's role in movie consumption is essential for developing effective marketing strategies and creating films that resonate across generations, ensuring the sustained growth of the Indonesian film industry as how the success of *Petualangan Sherina 2* showed empirical evidence of it.

Keywords: *Intergenerational Influence, Purchase Intention, Indonesian Movies.*

1 Introduction

1.1 Intergenerational Influence: Empirical Evidence

Intergenerational Influence (IGI) is a significant factor in shaping consumer behavior, particularly among younger generations. Rooted in the theory of consumer socialization, IGI refers to the impact that parents and older cohorts, such as Millennials, have on the preferences and behaviors of Generation Z (Gen Z). The foundational work by social scientists like Moschis [1] and subsequent studies by Childers et al. [2] highlight the pivotal role of family and peers in the development of consumption preferences.

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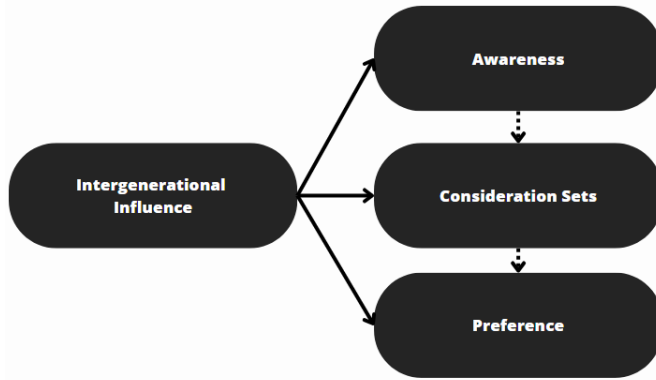


Figure 1. Contextualized Key Findings [3]

In the context of media consumption, IGI is evident in how Gen Z is influenced by Millennial film critics and filmmakers, who, through media exposure and social platforms, inspire younger generations to engage with specific types of content. This phenomenon is exemplified by the success of films like "Petualangan Sherina 2" [10], where Millennial parents and influencers play a crucial role in bringing Gen Z audiences to the cinema, thereby fostering a movie-watching culture as written by Manullang [10]. Understanding IGI's role in movie consumption is essential for developing effective marketing strategies and creating films that resonate across generations, ensuring the sustained growth of the Indonesian film industry.

The tradition of media co-consumption has been recorded and analyzed by scholars mainly using qualitative methods. Research focusing on intergenerational influence on movie consumption was found to offer novelty, proven by the findings by researching when searching on Scopus using the terms "Intergenerational" and "Movie*" and also Intergenerational on Media Consumption. Researchers have concluded that deductive research on the IGI on movie consumption offered novelty and originality, especially in quantitative methods with action research strategies.

2 Literature Review

2.1 Intergenerational Influence

Family, especially parents, have been recognized to be pivotal as socialization agents in the development of consumption preferences [4], [8]. Under the umbrella of consumer socialization, this kind of socialization has been understood with the term Intergenerational Influence (IGI).

Heckler, Childers, and Arunachalam [8] have been cited widely as one of the founding social scientists who studied IGI as a moderating factor in adult buying behavior. Essiz and Mandrik [7] studied the role of IGI in building sustainable attitudes and behaviors. As it is important to maintain sustainable growth in the Indonesian film industry, these two papers could be used as grand theory and mid-range theory to study in the context

of the subject mentioned. Moore [3] suggested that this kind of research could help managers make decisions on product life cycle, place, and promotion strategies.

In order to have a deep understanding of the grand theory, including the possible model, researchers selected a few highly cited papers to mention. As mentioned in the chapter about IGI, the earliest scholars concluded that the role of the family as a socialization agents in the development of consumption preferences is crucial. Aware of this, Epp and Price [9] advanced the communication model among individual, relational, and collectives and proposed numerous research questions for future research. They concluded that communication forms are possible moderators on how an individual selects their symbolic marketplace resources, in this case from brands, objects, activities, and services. Researchers believe that this model and the one brought by Heckler et al. [8], which is much simpler, are sufficient to be included in the conceptual framework of this paper and the foundation of the questionnaire building.

There are only three publications found on Scopus when searching about intergenerational influence in movie consumption, consisting of one editorial about media consumption, and one article about a comparison between China and the US when it comes to media consumption that was published quite a long time ago.

3 **Conceptual Framework: Epp & Price Model**

Epp and Price [9] propose a model of family identity and consumer behavior that highlights the role of communication and relational dynamics within families. This model will be used to understand how movie-watching habits and preferences are formed through intergenerational influence.

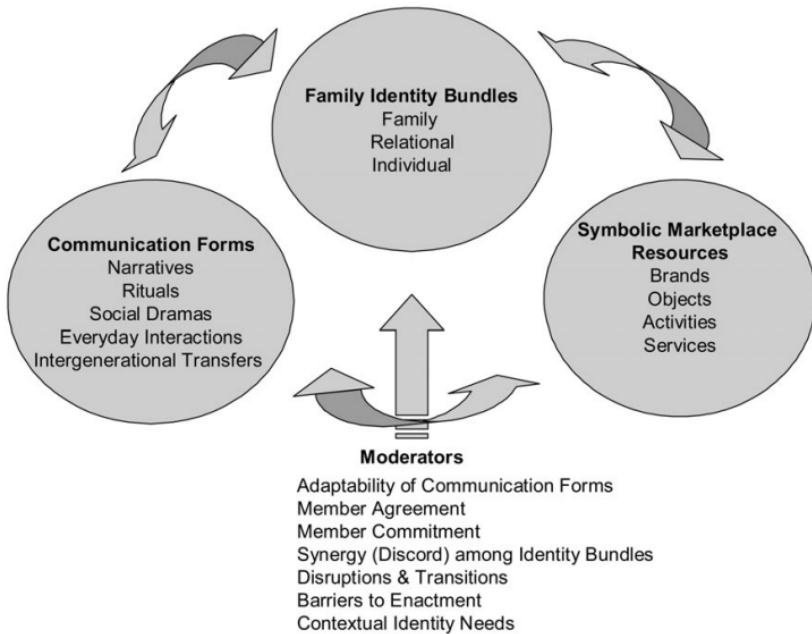


Figure 2. Advanced communication model by Epp & Price [9]

4 Conclusions

In conclusion, applying this theory has the potential to fill existing research gap and inspire novel studies. Future research could explore the theory using mixed method approach to examine the crucial role the role of intergenerational interaction in media consumption, particularly movie watching. Specifically, these studies could focus on identifying which forms of communication most significantly influence this interaction.

As for managerial implications, this study may uncover the extent of influence different generations (such as Baby Boomers, Gen X, Millenials, etc.) have on Gen-Z's movie consumption behavior. This research expected to find, in basic whether they watch movies a lot or not, watch Indonesian movies regularly or not. Secondly, it would also find the media consumption patterns, along with the technological adaptation, and of course, on a bigger scale, this study would help to get insight into the social influence shaping Gen Z's movie preference and consumption.

There are several implications of this study. First, it could help marketers to generate marketing activity on how to target specific age groups effectively. For instance,

leveraging older generations as influencers to promote movies or creating marketing messages that resonate with family values. Producers themselves, could then use this research as a base to produce movies that resonate across generations. Last but not least, producers would then need to be thoughtful of what is considered to be sensitive topics to some generations, so that it would not backlash them and impact negatively on the movie sales.

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