RedFame

Studies in Media and Communication
Vol. 13, No. 4; December 2025
ISSN: 2325-8071 E-ISSN: 2325-808X
Published by Redfame Publishing
URL: http://smc.redfame.com

The Development of a Digital Marketing Strategy Model to Influence Re_Purchase Intention of Consumer Products Through Online Channels

Kitichai Sreesuknam[1], Karun Kidrakarn[2]

[1]Mahasarakham Business School, Mahasarakham University, Maha Sarakham,Thailand

Correspondence: Kitichai Sreesuknam, Mahasarakham Business School, Mahasarakham University, MahaSarakham, Thailand.

Received: April 24, 2025 Accepted: June 30, 2025 Online Published: July 8, 2025

doi:10.11114/smc.v13i4.7814 URL: https://doi.org/10.11114/smc.v13i4.7814

Abstract

The rapid expansion of Thailand's e-commerce industry, fueled by evolving consumer behaviors and increasing digital adoption, has created a competitive landscape where businesses must develop innovative marketing strategies to enhance repurchase intentions. This study constructs a digital marketing strategy model that integrates content-based digital marketing (DMC) with the marketing mix (7Ps) to examine their impact on consumer purchasing decisions through satisfaction and trust. By employing Structural Equation Modeling (SEM) and Necessary Condition Analysis (NCA), the study analyzes responses from 600 online consumers in Bangkok. The findings reveal that DMC and 7Ps significantly influence purchase decisions, which subsequently affect trust and satisfaction, ultimately leading to higher repurchase intentions. Notably, trust is identified as a more influential factor in fostering consumer loyalty than satisfaction, emphasizing its crucial role in long-term brand relationships. These insights provide actionable strategies for businesses to optimize digital content and marketing frameworks, ensuring sustained competitiveness in Thailand's dynamic e-commerce sector.

Keywords: Content-based digital marketing (DMC), Marketing mix (7Ps), Trust, satisfaction, repurchase intentions

1. Introduction

The rapid and sustained expansion of the e-commerce industry in Thailand can be attributed to shifting consumer purchasing behaviors, which increasingly favor online channels. According to the Electronic Transactions Development Agency (2022) (ETDA), Thailand's e-commerce market was valued at 212 billion baht in 2019, growing to 319 billion baht in 2020, and is projected to reach 694 billion baht by 2024, with an estimated average annual growth rate of 6%. Concurrently, the number of e-commerce platform users rose from 30.7 million in 2019 to 41.5 million in 2023, underscoring the dominance of online platforms as the primary market for consumer goods. This growth is further propelled by the widespread adoption of internet technology, which now covers an increasing proportion of the Thai population. In 2021, internet users in Thailand reached 54.5 million, representing 77.8% of the total population. Notably, Generation Y (ages 22–41) emerged as the most prominent demographic for online shopping, accounting for 88.36%, followed closely by Generation X (ages 42–57), whose online purchasing rate stood at 84.55% (ETDA, 2022). The transformation in consumer behavior reflects the growing preference for digital commerce due to its convenience, speed of access to products, ease of price comparison, and the extensive variety of goods available on leading e-commerce platforms such as Shopee, Lazada, and JD Central. Furthermore, the growth of e-commerce in Thailand has been bolstered by government policies aimed at developing the digital economy under the Thailand 4.0 strategic framework. This strategy emphasizes the integration of digital technologies to drive economic advancement, enhance competitiveness, and facilitate Thai businesses' transition into a fully digital economy. A key initiative supporting this effort is the development of digital infrastructure, exemplified by the Net Pracharat project, which has expanded internet accessibility across the country.

Additionally, the promotion of e-payment systems has played a significant role in supporting online financial transactions, such as e-wallets and secure, efficient bank application payments, aligning with the demands of modern lifestyles (Ministry of Digital Economy and Society, 2022). Complementing these efforts is the advancement of logistics systems, including express delivery services and multi-modal logistics, which enable businesses to meet consumer expectations for rapid product delivery. This logistical capability has become a critical factor in enhancing

customer satisfaction and building consumer trust, as it ensures timely and reliable delivery of goods. However, the growth of the e-commerce sector is accompanied by intense market competition. Businesses must not only focus on attracting new customers but also prioritize retaining existing customers and stimulating re-purchase intention. Research by Reichheld and Schefter (2000) highlights that retaining existing customers costs 5 to 7 times less than acquiring new ones. Furthermore, Kotler and Keller (2012) assert that re-purchase behavior stems from creating customer satisfaction and trust in products and services.

The convenience of using e-commerce platforms also enhances the overall customer experience, which in turn fosters customer loyalty toward brands. This highlights the importance of delivering seamless, reliable, and satisfying experiences to maintain long-term relationships with customers in an increasingly competitive digital marketplace. A review of the literature reveals that Chaffey and Ellis-Chadwick (2019) highlight the significant role of content digital marketing in fostering brand-customer relationships in e-commerce. This approach requires delivering content that aligns with consumer needs at each stage of the purchase decision-making process. Additionally, integrating the marketing mix (7Ps)—comprising product, price, place, promotion, people, process, and physical evidence—into digital marketing strategies can create value for products and services, thereby enhancing customer satisfaction and stimulating repeat purchases.

Although numerous studies, such as Hsu et al. (2015) and Gupta and Kim (2007), have explored the relationships among satisfaction, trust, and re-purchase behavior, there remains a research gap regarding the application of content digital marketing in conjunction with the 7Ps framework, particularly in the context of online consumer goods. These goods are characterized by their necessity and the recurring nature of purchase demand. Furthermore, there is limited research on analyzing complex structural relationships, such as employing Structural Equation Modeling (SEM), which could provide deeper insights into these dynamics.

This study, which aims to develop a digital marketing strategy model influencing repurchase behavior by integrating content digital marketing and the marketing mix (7Ps) with consumer decision-making through satisfaction and trust, is significant in addressing academic gaps and offering practical insights for businesses. It provides a foundation for creating effective marketing strategies that respond to evolving consumer behavior in the digital era, enabling businesses to maintain a sustainable competitive advantage in the e-commerce market.

The research objectives are as follows:

1. To study content-based digital marketing of online businesses in Thailand.
2. To investigate the role of the marketing mix (7Ps)—product, price, place, promotion, people, process, and physical evidence—in influencing consumer purchasing decisions.
3. To analyze the structural relationships between content digital marketing, the marketing mix (7Ps), trust, satisfaction, and repurchase intention.
4. To develop a strategic digital marketing model that effectively influences repurchase decisions for fast-moving consumer goods through online platforms.

This study aims to develop digital marketing strategies that influence repeat purchasing behavior by integrating digital content marketing with the marketing mix (7Ps): product, price, place, promotion, people, process, and physical evidence. Structural Equation Modeling (SEM) is employed as the primary analytical tool to explore structural relationships between variables, while Necessary Condition Analysis (NCA) identifies critical factors such as trust and satisfaction. By combining SEM and NCA, this research provides comprehensive and precise insights. Data collection will be conducted through online surveys and appropriate sampling methods based on Hair et al. (2018), ensuring sufficient data for robust analysis.

2. Method

2.1 Literature Review

Content Digital Marketing (DMC)

Content Digital Marketing (DMC) was a concept rooted in traditional marketing principles, particularly Borden's (1964) 'Marketing Mix,' which comprised key elements such as Product, Price, Communication, and Distribution Channels. This framework emphasized creating value for customers through the strategic management of these components. Businesses had traditionally applied the Marketing Mix as a foundation for developing marketing strategies. However, with the rapid growth of digital technologies and widespread internet use, these strategies were adapted to align with the evolving behavior of contemporary consumers.

Kaplan and Haenlein (2010) identified Social Media Marketing as a powerful tool for developing effective content marketing strategies. Publishing content through online platforms enabled brands to connect directly with consumers,

fostering engagement that influenced purchasing decisions. Pulizzi (2013) further developed this concept by emphasizing the creation of valuable content tailored to customer needs. Rather than relying on overt advertising, this approach prioritizes meaningful and memorable experiences that resonate with the audience.

Research by Hollebeek et al. (2014) highlighted the critical role of credibility and trustworthiness in content marketing. Trustworthy content strengthened the relationship between brands and customers, enhancing trust, credibility, and effective purchase decision-making. Similarly, Fog (2022) underscores the importance of high-quality content in building trust, which serves as a key motivator for consumer purchasing behavior.

Recent studies have further evolved this perspective. For example, the emergence of short-form video marketing and AI-generated content has become central to digital engagement strategies. In 2024, Lifewire reported that short videos are particularly effective among Gen Z and Millennials, significantly influencing their purchase decisions. Similarly, Crump (2024) and Deloitte (2024) noted that generative AI tools are increasingly being used to create personalized and scalable digital content tailored to diverse consumer preferences. These innovations support deeper consumer-brand engagement and foster long-term loyalty.

Zhang et al. (2020) and Smart Insights (2021) explored the strategic use of storytelling and video content as essential tools for creating emotional connections between brands and consumers. These methods have proven successful in increasing conversion rates and driving repeat purchases, particularly in highly competitive online markets. By leveraging storytelling and video content, businesses can foster deeper connections, resulting in stronger customer loyalty and improved market performance.

The Marketing Mix (7Ps)

The 7Ps Marketing Mix was developed from the original 4Ps framework by Booms and Bitner (1981) to address the increasing complexity of service-oriented businesses. This expanded model incorporated three additional components: People, Process, and Physical Evidence, which collectively enhance customer experience and satisfaction. Kotler and Keller (2016) emphasized the significance of the 7Ps in shaping strategies that drive purchasing decisions in the digital age, especially in an online environment where consumers can easily compare prices and access information.

Research by Kim et al. (2009) and Zhang et al. (2020) highlights the critical role of key elements such as Price, Promotion, and Digital Distribution Channels in stimulating purchases. Mehta et al. (2020) further noted that well-designed promotional strategies can significantly enhance consumer motivation to buy. In addition, an intuitive and trustworthy website design plays a pivotal role in building consumer confidence (Park et al., 2015; Omar et al., 2018). Efficient service processes, including streamlined order and delivery systems, also contribute to positive consumer experiences.

Recent studies in 2024 underscore the value of the 7Ps in specific industries. A study showed the significance of People and Process in enhancing customer satisfaction in healthcare services. Likewise, Siam University (2024) demonstrated the effective use of the 7Ps strategy in financial services, highlighting how the framework supports competitive positioning and customer loyalty.

The 7Ps Marketing Mix has proven to be a vital strategic tool for businesses aiming to build trust and loyalty in today's highly competitive digital marketplace. By integrating elements such as user-friendly digital platforms, effective promotional activities, and reliable service processes, businesses can not only meet but exceed consumer expectations, thereby fostering long-term relationships in the evolving digital landscape.

The Structural Relationship Between Trust, Satisfaction, and Repeat Purchase Intentions

The relationship between trust, satisfaction, and repeat purchase intentions is central to marketing strategies aimed at achieving long-term success, particularly in the digital era where technology and consumer behavior are rapidly evolving. Oliver (1999) laid the conceptual foundation by identifying customer satisfaction as a primary driver of brand loyalty. In the context of online transactions, Gefen et al. (2003) highlighted that trust reduces perceived risks, enhances consumer confidence, and increases the likelihood of repeat purchases.

Studies by Kim et al. (2009) and Mehta et al. (2020) further emphasized the role of brand trust as a critical determinant of consumer confidence, especially in online markets where information is easily accessible for comparison. Satisfaction derived from experiences such as product quality, timely delivery, and post-purchase support has been shown to foster positive relationships between customers and brands, as evidenced by Fog (2022) and Omar et al. (2018). These experiences not only build loyalty but also drive repeat purchase behavior.

In terms of marketing communication, Pulizzi (2013) and Zhang et al. (2020) stressed the effectiveness of digital content, including storytelling and high-quality video, in creating emotional connections and fostering trust in brands. Such communication strategies enable consumers to feel more engaged with a brand, thereby positively influencing

repeat purchase intentions. Smart Insights (2021) supported this view, suggesting that credible and consumer-relevant content strengthens loyalty and sustains repeat purchase cycles in the long term.

Website design also plays a pivotal role in establishing trust in digital platforms. Park et al. (2015) and Omar et al. (2018) underscored the importance of user-friendly designs, transparent information, and secure payment systems in enhancing customer confidence. Similarly, the effective management of service processes and physical evidence, such as quality packaging and positive brand interactions, contributes to customer trust and satisfaction. Booms and Bitner (1981) argued that managing these factors is crucial for service businesses operating in complex environments.

More recently, Gün, and Söyük. (2025) highlighted that customer satisfaction and perceived service quality play mediating roles in the trust-repeat purchase relationship within digital healthcare platforms. Additionally, research published in Soeharso (2024) confirmed that trust developed in early brand interactions significantly influences long-term loyalty, particularly in service-based educational institutions.

From a strategic perspective, Fog (2022) and Hollebeek et al. (2014) highlighted the importance of integrating trust and satisfaction through quality service and credible digital content to build strong brand-customer relationships. Smart Insights (2021) added that targeted marketing tools, such as video campaigns and social media initiatives, can effectively drive purchase decisions and repeat buying behavior.

In conclusion, the interplay between trust, satisfaction, and repeat purchase intentions is a cornerstone for enhancing customer loyalty and achieving business success. Properly managing these dimensions not only boosts the likelihod of repeat purchases but also lays a strong foundation for sustainable brand growth in a dynamic digital environment.

A conceptual framework for the research, consisting of six variables and six hypotheses.

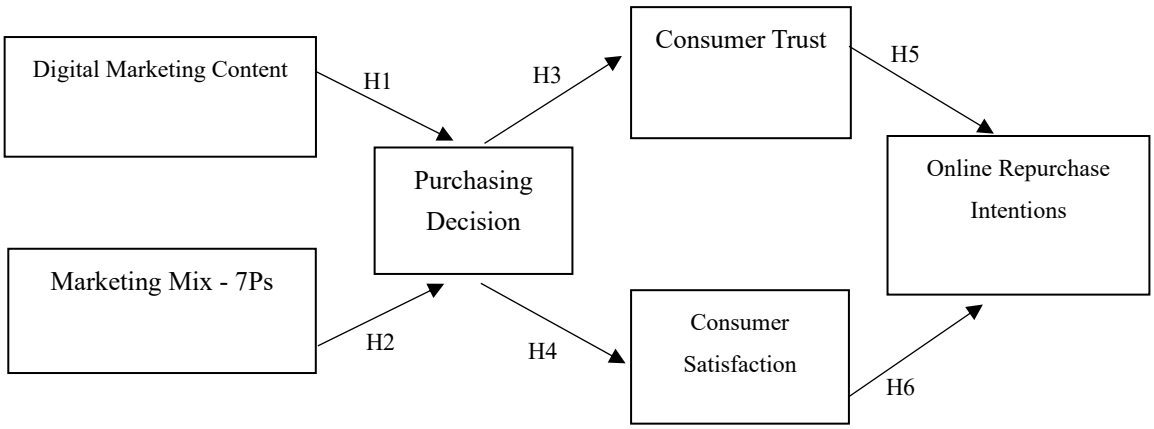

Figure 1. Conceptual Framework

Digital Content Marketing on Purchase Decision

Digital Content Marketing (DCM) is defined as a strategy that employs content to attract and engage consumers through digital platforms, with the objective of influencing consumer purchasing behavior (Kristina & Sugiarto, 2020). Examples include engaging content such as interactive social media campaigns, product tutorials, and electronic word-of-mouth (e-WOM), all of which significantly impact consumer trust and purchase intentions (Subasinghe & Weerasisri, 2020).

Numerous studies have highlighted the importance of DCM in shaping purchasing decisions. Subasinghe and Weerasisri (2020) analyzed the effects of DCM on consumer behavior, emphasizing its role in fostering trust and purchase intentions among personal care product buyers. Similarly, Kristina and Sugiarto (2020) demonstrated the significance of trust in linking social media engagement with purchasing behavior.

Further evidence from Pasharibu, Soerijanto, and Jie (2020) underscores the impact of interactive DCM strategies in fashion e-commerce, showing their ability to enhance consumer engagement and stimulate purchases. Zhang and Wang (2021) extended this understanding by investigating the role of content quality in O2O Commerce, revealing that high-quality content is essential for building trust and influencing purchasing decisions.

Research by Putra et al. (2021) explored the interaction between firm-created and user-generated content, highlighting their collective role in shaping brand value and purchase intentions. Wilandari and Windasari (2022) affirmed the importance of DCM elements such as relevance and consistency in influencing consumer decisions, particularly during health crises.

Based on these findings, we propose the following hypothesis:

H1: Digital content marketing has a positive and significant relationship with purchasing decisions.

7Ps Marketing Mix on Purchase Decision

The 7Ps marketing mix, comprising Product, Price, Place, Promotion, People, Process, and Physical Evidence, serves as a comprehensive model for analyzing consumer purchase decisions (Wilandari & Windasari, 2022). Effective implementation of these components enhances consumer trust and purchasing behavior (ElGarhy & Mohamed, 2022). Empirical evidence supports the pivotal role of the 7Ps framework in shaping consumer decision-making. Wilandari and Windasari (2022) highlighted the impact of the 7Ps in the health catering service sector, identifying Promotion and Process as key drivers. Similarly, Safitri et al. (2023) emphasized the importance of Price and Promotion in the restaurant industry, where the 7Ps framework accounted for approximately 65% of the factors influencing consumer purchase decisions.

In the context of live-stream shopping, Ho et al. (2022) found that pricing strategies and promotional activities significantly influenced consumer engagement and purchase outcomes. ElGarhy and Mohamed (2022) examined the tourism sector and emphasized the role of the 7Ps in fostering customer loyalty and profitability. Additionally, Kristina and Sugiarto (2020) underscored the mediating role of trust within the 7Ps framework, where effective service quality and communication bolstered purchase intentions. Zhang and Wang (2021) demonstrated how the transfer of trust in O2O commerce is facilitated by the 7Ps, which enhance engagement between platforms and consumers.

These findings suggest that the 7Ps marketing mix is integral to understanding and influencing consumer purchase decisions across various industries. Accordingly, the following hypothesis is proposed:

H2: The 7Ps marketing mix will be positively and significantly associated with purchase decision.

Purchase Decision on Customer Trust

Customer trust, a critical component of consumer behavior, reflects the buyer's confidence in the reliability and integrity of a brand or seller (Halim et al., 2022). Trust in secure online transactions, transparent communication, and high product quality can significantly enhance purchase intentions and foster long-term loyalty (Kristina & Sugiarto, 2020). Numerous studies affirm the link between customer trust and purchase decisions. Subasinghe and Weerasisri (2020) found that digital content strategies positively impact trust, particularly among personal care product consumers. Similarly, Kristina and Sugiarto (2020) highlighted the mediating role of trust between social media marketing and purchase intentions, emphasizing its importance in the decision-making process.

Interactive marketing activities also play a vital role in building trust. Pasharibu et al. (2020) demonstrated that such strategies enhance trust and drive purchasing behavior on online fashion platforms. Zhang and Wang (2021) extended this understanding to O2O (Online-to-Offline) Commerce, showing that trust transfer between platforms and sellers significantly influences purchase decisions. In the online marketplace, Halim et al. (2022) identified trust as a mediator between satisfaction and customer loyalty, while Diventy et al. (2021) reported similar findings in coffee shops, where trust contributed to consumer loyalty and repeat purchases.

Wilandari and Windasari (2022) further confirmed that trust enhances the effectiveness of the 7Ps marketing framework in health catering services, underscoring its critical role in improving marketing outcomes. These findings collectively highlight the indispensable role of trust in influencing consumer purchase decisions across various contexts and industries.

Based on this synthesis, the following hypothesis is proposed:

H3: Purchase decision will be positively and significantly associated with customer trust.

Purchase Decision on Customer Satisfaction

Customer satisfaction, defined as a positive evaluation of the purchasing experience, is a critical predictor of consumer loyalty and long-term engagement (Wijayanti et al., 2023). Factors such as product quality, seamless service delivery, and effective digital marketing strategies significantly contribute to increasing customer satisfaction levels (Yusuf, 2023). Numerous studies have confirmed the strong relationship between purchase decisions and customer satisfaction. For instance, Wijayanti et al. (2023) found that customer satisfaction significantly influences purchasing behavior, particularly in the cosmetics industry during health crises. Similarly, Yusuf (2023) emphasized the role of niche digital marketing campaigns in enhancing customer satisfaction and shaping consumer decision-making.

In the online fashion market, Pasharibu et al. (2020) demonstrated that interactive marketing campaigns positively impact customer satisfaction. Safitri et al. (2023) extended this analysis to the restaurant industry, highlighting how the 7Ps marketing framework enhances customer satisfaction and purchase intentions. In O2O (Online-to-Offline) Commerce, Zhang and Wang (2021) illustrated that consumer reviews and trust transfer mechanisms improve

satisfaction. Parallel findings were reported by Diventy et al. (2021) in the coffee shop market, where customer satisfaction drove repeat purchases, and Wilandari and Windasari (2022) in health catering services, where satisfaction bridged the relationship between service quality and customer loyalty.

These findings underscore the importance of customer satisfaction as a pivotal factor in shaping consumer purchase decisions across various industries and contexts.

Based on this synthesis, the following hypothesis is proposed:

H4: Purchase decision will be positively and significantly associated with customer satisfaction.

Customer Trust on Repurchase Intention

Customer trust is a crucial determinant of consumers' repurchase intentions, reflecting the level of confidence consumers have in a brand's reliability and its ability to consistently meet expectations (Halim et al., 2022). For example, trust in secure online transactions and reliable product delivery plays a vital role in fostering long-term consumer loyalty (Diventy et al., 2021). Empirical evidence underscores the importance of trust in shaping repurchase behavior. Halim et al. (2022) found that trust significantly impacts repurchase intentions in online marketplaces. Kristina and Sugiarto (2020) further highlighted the mediating role of trust in the relationship between digital marketing efforts and repeat purchasing behavior.

In the O2O (Online-to-Offline) commerce context, Zhang and Wang (2021) revealed that trust transfer mechanisms directly influence consumer confidence and repurchase behavior. Similarly, Pasharibu et al. (2020) demonstrated that trust established through personalized marketing campaigns stimulates repeat purchases in the online fashion market. Wilandari and Windasari (2022) emphasized that trust enhances the effectiveness of service quality strategies in the health catering industry, leading to increased repurchase intentions. Likewise, Diventy et al. (2021) reported similar outcomes in the coffee shop market, where trust mediated the relationship between consumer satisfaction and loyalty.

These findings highlight the indispensable role of trust in encouraging consumers to repurchase, making it a key focus for businesses aiming to build lasting customer relationships.

Based on this synthesis, the following hypothesis is proposed:

H5: Customer trust will be positively and significantly associated with repurchase intention.

Customer Satisfaction on Repurchase Intention

Customer satisfaction is a fundamental driver of loyalty and plays a pivotal role in shaping repurchase intentions across various industries (Wijayanti et al., 2023). Positive experiences arising from product quality, reliable service, and effective communication enhance customer satisfaction, which, in turn, influences repeat purchasing behavior (Yusuf, 2023). Empirical evidence strongly supports the relationship between customer satisfaction and repurchase behavior. Wijayanti et al. (2023) found that satisfaction significantly impacts repurchase behavior in the cosmetics industry, particularly during health crises. Yusuf (2023) confirmed similar results in the digital market, where satisfaction acts as a mediator linking marketing strategies to repeat purchases.

In the online fashion market, Pasharibu et al. (2020) emphasized the role of satisfaction in fostering loyalty and repurchase behavior. Safitri et al. (2023) extended this analysis to the restaurant sector, demonstrating that satisfaction derived from the 7Ps marketing framework significantly influences repurchase intentions. Zhang and Wang (2021) highlighted that satisfaction resulting from trust transfer mechanisms enhances repeat purchasing behavior in O2O (Online-to-Offline) Commerce. Similarly, Wilandari and Windasari (2022) confirmed the mediating role of satisfaction in linking service quality to loyalty within the health catering industry.

These findings underline the essential role of customer satisfaction in driving repurchase intentions, making it a cornerstone of long-term customer retention strategies.

Based on this synthesis, the following hypothesis is proposed:

H6: Customer satisfaction will be positively and significantly associated with repurchase intention.

2.2 Sample

This study was conducted in Thailand with a sample comprising online consumers aged 18 to 60 residing in Bangkok who have prior experience purchasing products through online platforms. Structural Equation Modeling (SEM) was employed as the primary analytical technique, and the sample size was determined based on Hair et al. (2018), who recommend a sample size of 10 to 20 times the number of observed variables. With a total of 70 observed variables, the appropriate sample size for this study should range from 700 to 1,400 participants to ensure adequacy for analysis. However, for models with numerous latent variables, low communalities, or fewer than three observed variables per factor, a minimum sample size of 500 participants is recommended.

The research model used in this study includes six latent factors, suggesting that a sample size of no fewer than 300 participants would be appropriate. To ensure reliability and robustness, 600 online questionnaires were distributed and collected. Participants were selected using convenience sampling. The questionnaire included items measured on a 5-point Likert scale ranging from "strongly satisfied" to "least satisfied." Respondents were also asked questions related to trust, satisfaction, and repeat purchase intentions, with question design referencing prior studies (Halim et al., 2022; Kristina & Sugiarto, 2020).

This study included a total of 600 respondents, with a gender distribution predominantly comprising males at 358 individuals (59.7%), followed by females at 239 (39.8%), and a smaller proportion identifying as LGBTQ+ at 3 respondents (0.5%). This indicates a significant majority of male participants in the sample.

In terms of age, most respondents were aged between 31–40 years, accounting for 262 individuals (43.7%), followed by those aged 21–30 years at 243 respondents (40.5%). Smaller proportions were observed in the below 20 years and 41–50 years age brackets, with 12 (2.0%) and 83 (13.8%) participants, respectively.

Regarding marital status, the majority of respondents, 533 individuals (88.8%), were single, while 67 respondents (11.2%) were married. Educational levels were also examined, with most participants holding a bachelor's degree (473 individuals or 78.8%), followed by those with a master's degree (124 individuals or 20.7%), and a minimal number (3 individuals or 0.5%) below the high school level.

Occupational analysis revealed that the largest group consisted of private company employees at 329 individuals (54.8%), followed by government officials or state enterprise employees at 163 (27.2%), business owners or self-employed individuals at 77 (12.8%), homemakers at 18 (3.0%), students at 13 (2.2%), and others at 11 (1.8%).

In terms of monthly income, the majority of respondents reported earning between 25,001–35,000 Baht (335 individuals or 55.8%), followed by those earning 35,001–45,000 Baht (124 individuals or 20.7%) and 15,000–25,000 Baht (94 individuals or 15.7%). Only 36 respondents (6.0%) reported earning above 45,000 Baht.

These demographic insights provide a comprehensive view of the respondent population and ensure alignment with the study's objectives. (Table 1).

Table 1. The summary of the respondents' demographic statistics.

Category	Profile	Frequency	Percentage
Gender	LGBTQ+	3	0.5%
	Male	358	59.7%
	Female	239	39.8%
Age	Below 20 years	12	2.0%
	21-30 years	243	40.5%
	31-40 years	262	43.7%
	41-50 years	83	13.8%
Marital Status	Single	533	88.8%
	Married	67	11.2%
Education Level	Below High School	3	0.5%
	Bachelor's Degree	473	78.8%
	Master's Degree	124	20.7%
Occupation	Student	13	2.2%
	Business wner/Self-Employed	77	12.8%
	Private Company Employee	329	54.8%
	Government Official/State Enterprise Employee	163	27.2%
	Homemaker	18	3.0%
	Other	11	1.8%
Monthly Income	15,000-25,000 Baht	94	15.7%
	25,001-35,000 Baht	335	55.8%
	35,001-45,000 Baht	124	20.7%
	Above 45,000 Baht	36	6.0%

2.3 Data Analysis

The structural equation modeling approach (CB-SEM) enables precise assessment of relationships between variables at a quantitative level while facilitating accurate hypothesis testing. This study employed AMOS software (Arbuckle, 2014), which is highly suitable for research requiring robust validation of structural models.

The analysis followed the two-step approach recommended by Anderson and Gerbing (1988). In the first step, the reliability and validity of the measurement model were evaluated using indicators such as factor loadings, average variance extracted (AVE), and composite reliability (CR) to confirm the consistency of observed variables. In the second step, the structural model was assessed and hypotheses tested using statistical measures such as Chi-Square, RMSEA, and CFI. Bootstrapping techniques were employed to examine the significance of structural paths within the model, ensuring robust inferences.

The CB-SEM model was executed using the settings recommended by Hair et al. (2012) to maintain standardized data processing and hypothesis testing protocols. This approach ensures high accuracy and reliability in evaluating the relationships between constructions in the structural model.

In this study, the primary constructs include Content-Based Digital Marketing (DMC), Marketing Mix Factors (7Ps), Purchase Decision, Customer Trust, Customer Satisfaction, and Repurchase Intention. Each construct was measured using a five-point Likert scale to capture consumer perceptions and attitudes within the context of digital marketing. The DMC construct was operationalized based on consumers' perceptions of the value, relevance, and credibility of digital content provided by brands, drawing upon the frameworks proposed by Pulizzi (2013) and Fog (2022). The 7Ps construct was measured using indicators reflecting the seven elements of the service marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—following the model of Booms and Bitner (1981). The constructs of Purchase Decision and Repurchase Intention were assessed based on consumer behavior and intent to buy or rebuy, informed by Mehta et al. (2020) and Smart Insights (2021). Customer Trust and Customer Satisfaction were measured through indicators of trust, perceived security, and satisfaction with brand experiences, grounded in the theories of Oliver (1999) and Gefen et al. (2003). The operationalization of these constructs was designed to provide a comprehensive and accurate understanding of consumer behavior in digital contexts, thereby enhancing the validity and reliability of the structural equation model (SEM) employed in the analysis

3. Results

Results of the Construct Validity, Discriminant Validity,and Model Fit Indices

The evaluation of the reliability and validity of the constructs in the measurement model demonstrated strong internal consistency, convergent validity, and discriminant validity, confirming the robustness of the proposed model. The results for each construct are summarized as follows.

For Content-Based Digital Marketing (DMC), the factor loadings ranged from 0.522 to 0.815, with an Average Variance Extracted (AVE) of 0.980 and Composite Reliability (CR) of 0.997. These results indicate exceptional convergent validity. The Cronbach's alpha value of 0.847 further validates the high internal consistency of the construct. Similarly, Marketing Mix Factors (7Ps) (MrMix) displayed loadings between 0.761 and 0.869, an AVE of 0.980, and a CR of 0.997, demonstrating excellent reliability and validity. The Cronbach's alpha value of 0.847 supports the strong internal consistency of this construction. For Purchase Decision (DC), the factor loadings ranged from 0.778 to 0.799, with an AVE of 0.971 and a CR of 0.993, reflecting sufficient convergent validity. The Cronbach's alpha value of 0.870 confirms the reliability of the construct. The Customer Trust (TR) construct exhibited loadings between 0.775 and 0.783, with an AVE of 0.981 and a CR of 0.996. A Cronbach's alpha value of 0.865 supports the high internal consistency and validity of the construct. Similarly, Customer Satisfaction (SAT) showed factor loadings ranging from 0.775 to 0.788, with an AVE of 0.978 and a CR of 0.996. The Cronbach's alpha value of 0.864 highlights its reliability and strong internal consistency. Lastly, for Repurchase Intention (RP), the loadings ranged from 0.769 to 0.786, with an AVE of 0.980 and a CR of 0.997. The Cronbach's alpha value of 0.878 ensures the strong reliability and validity of this construct.

In conclusion, the AVE values for all constructs exceeded the threshold of 0.50, and CR values were well above 0.70, indicating strong convergent validity across the model. The high Cronbach's alpha values for all constructs further validate their internal consistency. These findings establish the robustness of the measurement model and its suitability for further structural equation modeling analysis. (Table 2).

Table 2. Measurement model.

Constructs	Items	Loadings	AVE	CR	α
Content-Based Digital Marketing (DMC)			0.980	0.997	.847
1. Connection	CON	0.602			
2. Information	INF	0.522			
3. Credibility	CRE	0.647			
4. Value	VAL	0.692			
5. Uniqueness	UNI	0.671			
6. Emotional Appeal	EMO	0.723			
7. Personalization	PER	0.815			
Marketing Mix Factors (7Ps) (MrMix)			0.980	0.997	.847
1. Product	PD	0.869			
2. Price	PR	0.761			
3. Place (Service Channels)	PLA	0.823			
4. Promotion	PRO	0.827			
5. People	PEO	0.808			
6. Physical Evidence	PHY	0.800			
7. Process	PRC	0.814			
Purchase Decision) DC(			0.971	0.993	.870
	DC1	0.779			
	DC2	0.799			
	DC3	0.792			
	DC4	0.778			
Customer Trust (TR)			0.981	0.996	.865
	TR1	0.783			
	TR2	0.780			
	TR3	0.779			
	TR4	0.775			
Customer Satisfaction (SAT)			0.978	0.996	.864
	SAT1	0.780			
	SAT2	0.788			
	SAT3	0.779			
	SAT4	0.786			
	SAT5	0.775			
Repurchase Intention (RP)			0.980	0.997	.878
	RP1	0.785			
	RP2	0.786			
	RP3	0.781			
	RP4	0.769			

Findings

Descriptive statistics

The descriptive statistics for the constructs in this study reveal consistently high mean scores, indicating positive perceptions of the measured factors among respondents. The construct with the highest mean score is Marketing Mix Factors (7Ps) (MrMix) (Mean = 4.520, SD = 0.233), suggesting that respondents perceive the marketing mix elements as highly effective in influencing their purchasing decisions.

Content-Based Digital Marketing (DMC) (Mean = 4.502, SD = 0.210) follows closely, reflecting the significant role of digital marketing content in capturing consumer interest and shaping their behavior. Purchase Decision (DC) (Mean = 4.459, SD = 0.288) and Customer Satisfaction (SAT) (Mean = 4.457, SD = 0.303) also scored positively, underscoring the influence of satisfaction and decision-making processes on consumer engagement.

Customer Trust (TR) (Mean = 4.442, SD = 0.332) and Repurchase Intention (RP) (Mean = 4.427, SD = 0.327) demonstrate similarly favorable perceptions, highlighting the critical role of trust and loyalty in driving repeat purchases. These findings align with the importance of building trust and satisfaction to foster long-term consumer relationships.

Overall, the results indicate that the 7Ps marketing mix, digital marketing content, and strong trust and satisfaction are key drivers of purchase decisions and repurchase intentions among respondents. (Table 3).

Table 3. Descriptive statistics for constructs

No.	Construct	Mean	SD
1	Content-Based Digital Marketing (DMC)	4.502	0.210
2	Marketing Mix Factors (7Ps) (MrMix)	4.520	0.233
3	Purchase Decision) DC(	4.459	0.288
4	Customer Trust (TR)	4.442	0.332
5	Customer Satisfaction (SAT)	4.457	0.303
6	Repurchase Intention (RP)	4.427	0.327

The Comparative Influence of Trust and Satisfaction on Repurchase Intention

To further examine the drivers of repurchase behavior, the study analyzed the relative impact of Customer Trust (TR) and Customer Satisfaction (SAT) on Repurchase Intention (RP), while statistically controlling for other variables in the structural model. This was visualized through scatterplots and quantified via path analysis, offering both interpretive clarity and empirical rigor.

Figure 3 presents two scatterplots: the first illustrates the relationship between Customer Trust and Repurchase Intention, while the second examines the influence of Customer Satisfaction on the same outcome. The upward trend observed in the TR–RP plot indicates a strong positive linear relationship—higher levels of trust are consistently associated with greater repurchase intentions. This relationship is further validated by the path coefficient from the SEM analysis, which reports a statistically significant effect of Customer Trust on Repurchase Intention ($\beta = 0.417$, $p < 0.001$). This finding confirms that trust is a robust predictor of consumers' willingness to engage in repeated transactions with a brand.

In comparison, the SAT–RP scatterplot also reveals a positive linear trend, albeit with a gentler slope. While Customer Satisfaction does positively impact Repurchase Intention, the effect is less pronounced than that of trust. This is substantiated by a lower path coefficient ($\beta = 0.266$, $p < 0.001$), suggesting that although satisfaction contributes to repurchase behavior, it plays a relatively secondary role when compared to the influence of trust.

These findings align with existing literature emphasizing the pivotal role of trust in digital commerce, where perceived risks and uncertainties are heightened (Gefen et al., 2003; Oliver, 1999). While satisfaction reflects the consumer's post-purchase evaluation, trust encapsulates confidence in the brand's reliability and future performance—an element that becomes particularly decisive in shaping long-term loyalty in the online context.

In conclusion, the comparative analysis reinforces that both trust and satisfaction are essential antecedents of repurchase intention. However, trust emerges as the more influential factor in fostering consumer loyalty. As such, businesses operating in digital markets should prioritize trust-building strategies, such as transparent communication, reliable service delivery, and secure transactional environments, in order to sustainably enhance repeat purchase behavior.

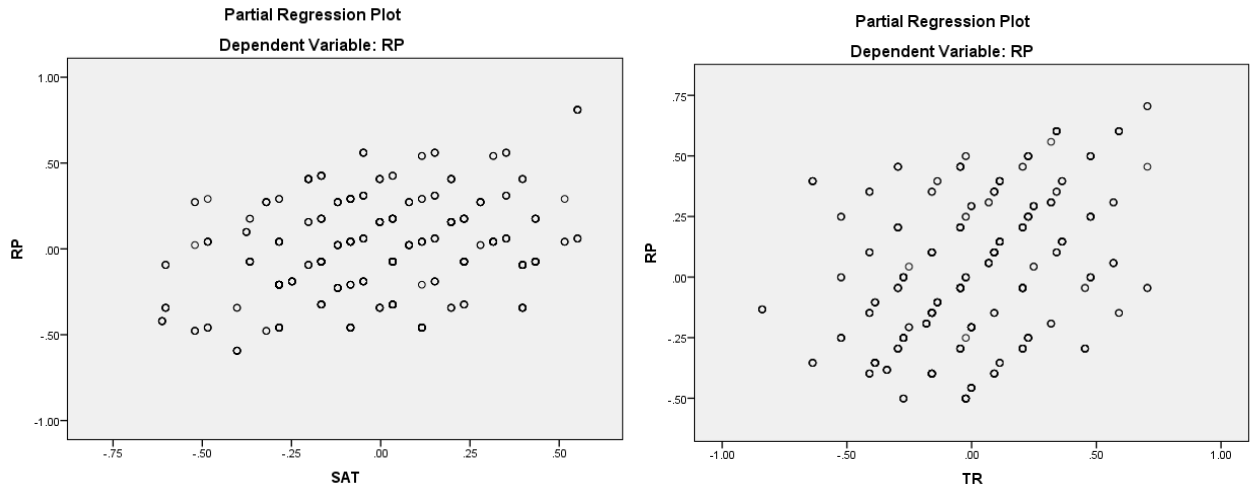

Figure 3. Comparison Between TR and SAT

Table 4. Discriminant validity and tests of differences between correlations

	DMC	PrMix	DC	TR	SAT	RP
DMC	0.980					
PrMix	0.791**	0.980				
DC	0.647**	0.615**	0.971			
TR	0.696**	0.633**	0.492**	0.981		
SAT	0.675**	0.613**	0.576**	0.519**	0.978	
RP	0.578**	0.584**	0.411**	0.547**	0.477**	0.978

Note: **Correlation is significant at the 0.01 level; DMC= Content-Based Digital Marketing; MrMix= Marketing Mix Factors (7Ps); DC= Purchase Decision; TR =Customer Trust; SAT= Customer Satisfaction; RP= Repurchase Intention

Structural equation modeling) SEM(

The structural equation model (SEM) presented in this study demonstrates an acceptable fit to the data, as indicated by widely used goodness-of-fit indices. These indices ensure that the proposed model is appropriate for explaining the relationships between the latent variables. The key values reported include CMIN/DF = 2.51, GFI = 0.963, AGFI = 0.900, CFI = 0.939, RMSEA = 0.029, and RMR = 0.056. Each of these indices aligns with thresholds recommended in the SEM literature, supporting the robustness and validity of the model.

The CMIN/DF value of 2.51 suggests an adequate fit, as it falls below the widely accepted cutoff of 3.0. This balance between model complexity and fit aligns with guidelines proposed by Wheaton et al. (1977) and Marsh and Hocevar (1985). Similarly, the GFI (Goodness of Fit Index) and AGFI (Adjusted Goodness of Fit Index) values of 0.963 and 0.900, respectively, exceed the recommended threshold of 0.90, indicating that the model adequately explains the observed data. These measures were first introduced by Jöreskog and Sörbom (1981) as critical indicators of overall model fit.

Additionally, the CFI (Comparative Fit Index) value of 0.939 reflects a strong comparative fit, surpassing the minimum threshold of 0.90 outlined by Bentler (1990). This suggests that the proposed model performs significantly better than a null model with no relationships between variables. The RMSEA (Root Mean Square Error of Approximation) value of 0.029 further supports the model's excellent fit, as it is well below the threshold of 0.05. This metric, developed by Steiger and Lind (1980) and elaborated by Browne and Cudeck (1993), indicates that the discrepancies between the model and the data are minimal. Lastly, the RMR (Root Mean Square Residual) value of 0.056 falls within the acceptable range of less than 0.08, confirming that the differences between the predicted and observed values are relatively small, as highlighted by Jöreskog and Sörbom (1981).

The results of the path analysis confirm significant relationships among the constructs in the proposed model, with all hypotheses supported at the $P < 0.001$ level. These findings highlight the interconnected nature of digital marketing, marketing mix strategies, purchase decisions, trust, satisfaction, and repurchase intentions, emphasizing their collective importance in fostering long-term customer loyalty.

Purchase Decision (DC) was significantly influenced by both Content-Based Digital Marketing (DMC) and Marketing Mix Factors (MrMix). Notably, DMC had the strongest effect on DC ($\beta = 0.542$, $P < 0.001$), underscoring the critical role of engaging and well-targeted digital marketing content in shaping customer purchase behavior. Additionally, MrMix demonstrated a significant positive impact ($\beta = 0.254$, $P < 0.001$), reinforcing the value of a comprehensive marketing strategy based on the 7Ps framework in driving purchase decisions.

The findings further reveal that Customer Trust (TR) and Customer Satisfaction (SAT) are significantly influenced by Purchase Decision (DC). Positive purchasing experiences strongly enhance TR ($\beta = 0.457$, $P < 0.001$), indicating that trust is built on favorable interactions with a brand. Likewise, DC had a substantial effect on SAT ($\beta = 0.539$, $P < 0.001$), demonstrating that satisfaction is closely tied to the quality of the purchase process and outcomes.

Finally, Repurchase Intention (RP) was significantly impacted by both Customer Trust (TR) and Customer Satisfaction (SAT). Trust emerged as the stronger predictor of repurchase behavior ($\beta = 0.417$, $P < 0.001$), highlighting its essential role in fostering loyalty and repeat purchases. Satisfaction also had a significant effect on RP ($\beta = 0.266$, $P < 0.001$), emphasizing the importance of maintaining positive customer experiences to encourage repeated engagement.) Table 5(

Table 5. SEM analysis of predictors of intention

Path	Hypothesis	Estimate	S. E	C.R.	P-Value	Result
DMC→DC	H1	0.542	0.045	13.469	***	*Accepted*
PrMix→DC	H2	0.254	0.039	7.108	***	*Accepted*
DC→TR	H3	0.457	0.045	12.585	***	*Accepted*
DC→SAT	H4	0.539	0.039	15.676	***	*Accepted*
TR→RP	H5	0.417	0.034	11.817	***	*Accepted*
SAT→RP	H6	0.266	0.038	7.546	***	*Accepted*

Note: **Correlation is significant at the 0.01 level *** Correlation is significant at the 0.001 level; DMC= Content-Based Digital Marketing; MrMix= Marketing Mix Factors (7Ps); DC= Purchase Decision; TR =Customer Trust; SAT= Customer Satisfaction; RP= Repurchase Intention

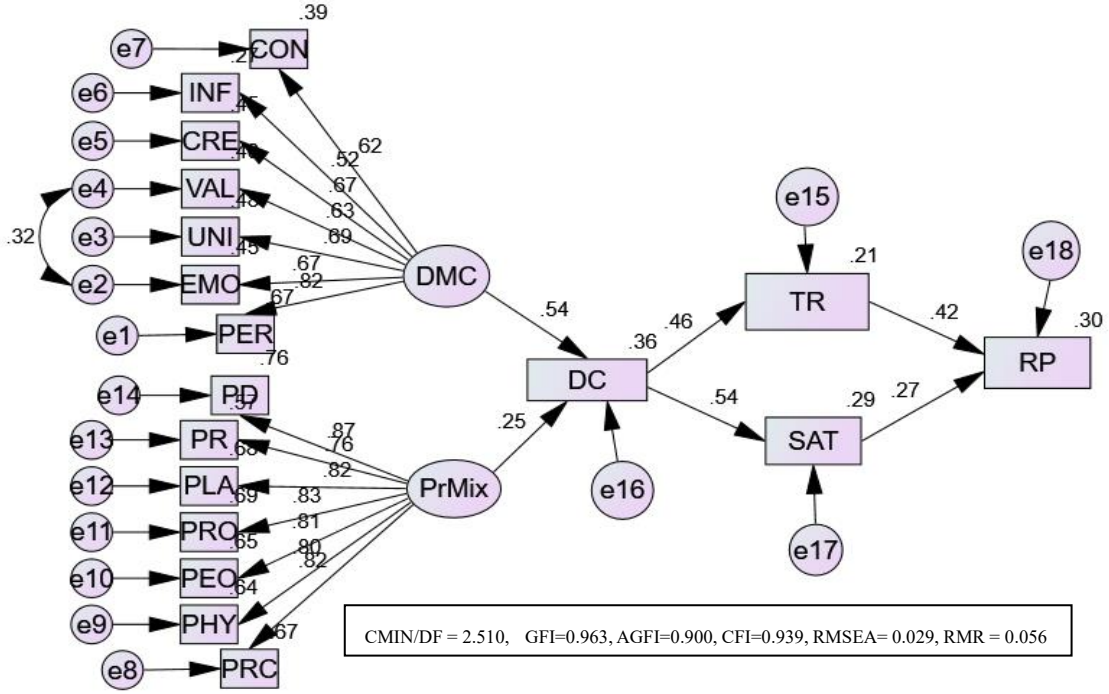

Figure 2. SEM analysis for predictors of repurchasing

4. Discussion

The findings of this study align closely with existing literature, underscoring the significant role of Content-Based Digital Marketing (DMC) and Marketing Mix Factors (7Ps) in shaping Purchase Decisions (DC) and their downstream effects on Customer Trust (TR), Customer Satisfaction (SAT), and Repurchase Intentions (RP).

Content-Based Digital Marketing (DMC) on Purchase Decisions

The results confirm the importance of DMC in influencing consumer purchase decisions, supporting the hypothesis that engaging digital content plays a pivotal role in driving purchasing behavior. Previous studies (e.g., Kristina & Sugiarto, 2020; Subasinghe & Weerasisri, 2020) similarly emphasize the value of interactive digital marketing strategies, such as social media campaigns, product tutorials, and electronic word-of-mouth (e-WOM), in fostering trust and purchase intentions. This study reinforces these findings by highlighting the significant impact of personalized and high-quality digital content on purchase decisions, consistent with Pulizzi's (2013) framework on meaningful content as a driver of consumer engagement. Moreover, evidence from Pasharibu et al. (2020) and Zhang and Wang (2021) further supports the critical role of content relevance and quality in building trust and influencing purchase behavior, particularly in e-commerce and O2O contexts.

Marketing Mix Factors (7Ps) on Purchase Decisions

The 7Ps marketing mix was found to significantly influence purchase decisions, affirming its relevance across various industries, as highlighted in prior research (Wilandari & Windasari, 2022; Safitri et al., 2023). This study's findings emphasize the comprehensive impact of the 7Ps framework, particularly the roles of price, promotion, and process in shaping consumer purchasing behavior. For example, Safitri et al. (2023) identified the critical influence of price and promotional strategies in the restaurant sector, while ElGarhy and Mohamed (2022) highlighted the framework's effectiveness in fostering loyalty within the tourism industry. The integration of the 7Ps, including seamless service delivery and skilled personnel, enhances customer satisfaction and strengthens purchase decisions, consistent with Booms and Bitner's (1981) service marketing framework.

Purchase Decision on Customer Trust and Satisfaction

The results demonstrate that purchase decisions significantly impact customer trust and satisfaction, consistent with prior research. Positive purchasing experiences build trust and satisfaction, which are essential for fostering long-term relationships. This aligns with findings from Halim et al. (2022) and Subasinghe and Weerasisri (2020), who emphasized the mediating role of trust in linking purchasing behavior with loyalty. Similarly, Oliver (1999) underscores

the importance of satisfaction as a foundational element in building consumer loyalty. Zhang and Wang (2021) extended these insights by demonstrating the critical role of trust transfer mechanisms and consumer reviews in improving satisfaction and trust within O2O commerce.

Customer Trust and Satisfaction on Repurchase Intention

The significant influence of both trust and satisfaction on repurchase intentions highlights their interconnected roles in fostering loyalty. Trust, identified as the stronger predictor, underscores its essential role in driving repeat purchases, consistent with findings by Halim et al. (2022) and Kristina and Sugiarto (2020). Personalized marketing campaigns, secure transactions, and reliable service delivery are critical in building trust, as noted by Pasharibu et al. (2020) and Diventy et al. (2021). Satisfaction, while slightly less influential, remains a crucial factor, particularly in enhancing loyalty through seamless purchasing experiences and effective service delivery, as observed by Wijayanti et al. (2023) and Safitri et al. (2023).

5. Limitations

Although the present study provides robust empirical evidence supporting the influence of Content-Based Digital Marketing (DMC), the 7Ps marketing mix, customer trust, and satisfaction on purchase decisions and repurchase intention, several methodological limitations should be acknowledged.

One significant limitation lies in the treatment of demographic variables. While the study collected detailed demographic information—such as age, income, and occupation—these variables were not incorporated into the structural equation model (SEM). This omission raises concerns about omitted variable bias, as prior research has shown that demographic characteristics can moderate or confound relationships between digital marketing constructs and consumer behaviour. For instance, younger consumers may respond differently to digital content than older individuals, or income levels may influence perceived value and trust toward online platforms.

The absence of demographic controls may therefore distort the true strength of observed relationships, particularly in paths such as DMC to Purchase Decision or Trust to Repurchase Intention, where unmeasured variation stemming from demographic diversity could remain unaccounted for.

Future research should incorporate demographic variables as control paths within the SEM or conduct multigroup analyses to test for moderating effects. This will improve the precision of causal inferences and offer more nuanced insights tailored to specific consumer segments.

Acknowledgments

This study offers valuable insights into the roles of Content-Based Digital Marketing (DMC) and Marketing Mix Factors (7Ps) in influencing Purchase Decisions (DC), Customer Trust (TR), Customer Satisfaction (SAT), and Repurchase Intention (RP). However, there are several limitations that should be acknowledged. First, the sample group was limited to consumers aged 18–60 years residing in Bangkok, which may not represent the behaviors of consumers in rural areas or older age groups. Expanding the study to include a broader demographic would provide more comprehensive insights. Second, the research focused on the context of digital marketing and general industries, potentially overlooking unique aspects of specific sectors like luxury goods or highly personalized services. Third, data collection was conducted within a specific timeframe, which may not capture long-term changes in consumer behavior, particularly in rapidly evolving digital markets. Lastly, the study focused on selected latent variables, leaving external factors such as economic fluctuations or market competition unexamined, which could also influence consumer behavior.

Future research should address these limitations by broadening the scope and context of investigation. Expanding the sample group to include diverse demographics—such as consumers from rural areas, older age groups, and varying income levels—would ensure more generalizable findings. Additionally, exploring specific industries such as healthcare, education, or high-tech products could offer deeper insights into the unique challenges and opportunities within those sectors. Longitudinal studies are also recommended to examine the long-term effects of digital marketing strategies on consumer behavior, providing a clearer understanding of how these strategies evolve over time. Incorporating external variables such as economic trends, societal influences, or technological advancements would further enhance the depth of analysis and the applicability of findings.

Future studies could also benefit from leveraging advanced technologies such as Artificial Intelligence (AI) and Machine Learning (ML) to analyze consumer behavior with greater precision. These tools can provide predictive insights and reveal patterns that traditional methods may overlook. Comparative research across domestic and international markets is another avenue worth exploring, as it can highlight cultural or regional differences in consumer behavior and the effectiveness of marketing strategies. By addressing these limitations and pursuing these future directions, researchers and practitioners can develop more robust, adaptable, and consumer-centric marketing strategies, ultimately fostering stronger customer engagement and long-term loyalty. This research project was financially supported by Mahasarakham University.

Authors contributions

Not applicable.

Funding

This research project was financially supported by Mahasarakham University

Competing interests

Not applicable.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

References

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*(3), 411-423. https://doi.org/10.1037/0033-2909.103.3.411

Arbuckle, K. (2014). A simple measure of the strength of convergent evolution. *Methods in Ecology and Evolution, 5*(7), 685-693. https://doi.org/10.1111/2041-210X.12195

Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin, 107*(2), 238-246. https://doi.org/10.1037/0033-2909.107.2.238

Booms, B. H., & Bitner, M. J. (1981). *Marketing strategies and organization structures for service firms*. In J. H. Donnelly & W. R. George (Eds.), Marketing of services (pp. 47-51). American Marketing Association. https://www.scirp.org/reference/referencespapers?referenceid=2530717

Borden, N. H. (1964). The concept of the marketing mix. *Journal of Advertising Research, 4*(2), 2-7. https://www.guillaumenicaise.com/wp-content/uploads/2013/10/Borden-1984_The-concept-of-marketing-mix.pdf

Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In K. A. Bollen & J. S. Long (Eds.), *Testing structural equation models* (pp. 136-162). Sage.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson Education Limited.

Crump, E. (2024, January 31). *The future of digital marketing-2024 and beyond*. Foundation Inc. https://foundationinc.co/lab/digital-marketing

Deloitte. (2024, April). *AI agents for marketing, sales, and service: A digital workforce*. Deloitte WSJ Intelligence. https://deloitte.wsj.com/cmo/ai-agents-for-marketing-sales-and-service-a-digital-workforce

Diventy, A. H., Rahadhini, M. D., & Triastity, R. (2020). The role of digital marketing on purchase intention and purchase decisions at Kopi Si Budi Surakarta. In *Proceedings of the 3rd International Conference on Technology, Education and Social Sciences (ICTESS 2020)* (pp. 488-496). Universitas Slamet Riyadi. https://ejurnal.unisri.ac.id/index.php/proictss/article/view/5060

Electronic Transactions Development Agency (ETDA). (2022). *Thai E-commerce report 2022*. ETDA.

ElGarhy, S., & Moha, L. M. (2022). The influences of services marketing mix (7Ps) on loyalty, intentions, and profitability in the Egyptian travel agencies: The mediating role of customer satisfaction. *Journal of Marketing and Economics*. https://doi.org/10.1080/1528008x.2022.2080148

Fog, E. Y., & Indra, R. (2022). The impact of content marketing and brand trust on customer loyalty. *Syntax Literate: Journal Ilmiah Indonesia, 7*(3), 3201-3208. https://doi.org/10.36418/syntax-literate.v7i3.6607

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: *An integrated model. MIS Quarterly, 27*(1), 51-90. https://doi.org/10.2307/30036519

Gün, İ., & Söyük, S. (2025). The serial mediation effect of perceived quality and customer satisfaction on the relationship between trust and repurchase intention: A research on private health insurance owners. *BMC Health Services Research, 25*, Article 257. https://doi.org/10.1186/s12913-025-12269-9

Gupta, S., & Kim, H.-W. (2007). The moderating effect of transaction experience on the decision calculus in on-line repurchase. *International Journal of Electronic Commerce, 12*(1), 127-158. https://doi.org/10.2753/JEC1086-4415120105

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate Data Analysis (8th ed.). Pearson. https://www.scirp.org/reference/referencespapers?referenceid=2975006

Halim, E., Hebrard, M., Laurent, C., & Kurniawan, Y. (2022). The impact of customer satisfaction and customer trust to repurchase intention in purchasing digital product at the marketplace. *Proceedings.* https://doi.org/10.1109/ISITIA56226.2022.9855299

Ho, C. I., Liu, Y., & Chen, M. (2022). Factors influencing watching and purchase intentions on live streaming platforms: From a 7Ps marketing mix perspective. *Information, 13*(5), 239. https://doi.org/10.3390/info13050239

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. *Journal of Interactive Marketing, 28*(2), 149-165. https://doi.org/10.1016/j.intmar.2013.12.002

Hsu, C.-L., Chang, K.-C., & Chen, M.-C. (2015). Flow experience and internet shopping behavior: Investigating the moderating effect of consumer characteristics. *Systems Research and Behavioral Science, 32*(1), 3-19. https://DOI:10.1108/10662241311295782

Jöreskog, K. G., & Sörbom, D. (1981). *LISREL V: Analysis of linear structural relationships by the method of maximum likelihood* (2nd ed.). National Educational Resources.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons,* 53(1), 59-68. https://doi.org/10.1016/j.bushor.2009.09.003

Kim, H.-R., Lee, M., Lee, H.-T., & Kim, N.-M. (2009). Corporate social responsibility and employee–company identification. *Journal of Business Ethics, 95*(4), 557-569. https://doi.org/10.1007/s10551-010-0440-2

Kotler, P., & Keller, K. L. (2016). *Marketing management* (14th ed.). Pearson Prentice Hall. https://www.scirp.org/reference/referencespapers?referenceid=3155681

Kristina, T., & Sugiarto, C. (2020). The role of trust mediates in the influence of social media marketing and electronic word-of-mouth on purchase intention. *Journal of Business Research, 4*(14), 102-113. https://doi.org/10.26661/2522-1566/2020-4/14-08

Mehta, P., Singh, S., & Verma, R. (2020). Factors affecting purchase intentions in online shopping. *Journal of Retailing and Consumer Services, 56*, 102156. https://doi.org/10.1016/j.jretconser.2020.102156

Ministry of Digital Economy and Society. (2022). *Annual Report 2022*. https://www.mdes.go.th/annualreport2022

Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing, 63*(4_suppl1), 33-44. https://doi.org/10.1177/00222429990634s105

Omar, A. M., & Atteya, N. (2020). The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management, 15*(7), 120-132. https://doi.org/10.5539/ijbm.v15n7p120

Park, C. W., Jun, S. Y., & Shocker, A. D. (2015). Effects of discount framing in comparative price advertising. *European Journal of Marketing, 46*(11), 1501-1522. https://doi.org/10.1108/03090561211259952

Pasharibu, Y., Soerijanto, J. A., & Jie, F. (2020). Intention to buy, interactive marketing, and online purchase decisions. *Journal Ekonomi dan Bisnis, 23*(2), 339-356. https://doi.org/10.24914/JEB.V23I2.3398

Pulizzi, J. (2013). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw Hill Professional.

Putra, A. H. P. K., Nurani, N., Ilyas, G. B., Samiha, Y. T., & Lestari, S. D. (2021). Configure the symmetrical and asymmetrical paths of brand equity and relationship of firm-created content and user-generated content as antecedent. *Journal Manajemen Bisnis, 8*(1), 90-103. https://doi.org/10.33096/jmb.v8i1.205

Reichheld, F. F., & Schefter, P. (2000). E-loyalty: Your secret weapon on the web. *Harvard Business Review, 78*(4),

105-113. https://hbr.org/2000/07/e-loyalty-your-secret-weapon-on-the-web

Safitri, R. D., Rahayu, R., & Hidayat, M. S. (2023). The influence of marketing mix (7Ps) on purchasing decisions at Estusae Café Trawas - Mojokerto. *Journal Ekonomi Indonesia*. https://doi.org/10.55606/sscj-amik.v1i5.2141

Smart Insights. Chaffey, D. (2021, January). *Digital marketing trends 2021*. Smart Insights. https://www.smartinsights.com/tag/digital-marketing-trends-2021/

Soeharso, S. Y. (2024). Customer satisfaction as a mediator between service quality to repurchase intention in online shopping. *Cogent Business & Management, 11*(1), 2336304. https://doi.org/10.1080/23311975.2024.2336304

Steiger, J. H., & Lind, J. C. (1980, May). *Statistically based tests for the number of common factors*. Paper presented at the annual meeting of the Psychometric Society, Iowa City, IA.

Subasinghe, U., & Weerasisri, R. A. S. (2020). The impact of digital content marketing on the purchase intention of connected consumers: *A study based on natural ingredient-based personal care products. SLJMUOK, 5*(1), 59. https://doi.org/10.4038/SLJMUOK.V5I1.39

Wijayanti, D., Suyanto, S., & Sukesi, S. (2023). The influence of digital marketing, service quality, and product quality on purchasing decisions through customer satisfaction during the pandemic. *E-Journal of Management, 12*(2), 117. https://doi.org/10.24843/ejmunud.2023.v12.i02.p01

Wilandari, A., & Windasari, V. (2022). *Analysis of the 7P marketing mix on healthy catering purchase decisions based on satisfaction, loyalty, and post-purchase relationship indicators before and during the pandemic*. E-Jurnal Ekonomi dan Bisnis Universitas Udayana, 11(5), 615-628. https://doi.org/10.24843/EEB.2022.v11.i05.p10

Yusuf, M. (2023). Digital marketing's effect on purchase decisions through customer satisfaction. *Cemerlang Journal of Business Research, 3*(2), 185-202. https://doi.org/10.55606/cemerlang.v3i2.1154

Zhang, L., Li, X., & Li, W. (2020). An empirical study of storytelling marketing and customer engagement. *Journal of Business Strategy, 41*(5), 45-54. https://doi.org/10.1108/JBS-10-2019-0194

Zhang, X., & Wang, T. (2021). Understanding purchase intention in O2O e-commerce: The effects of trust transfer and online contents. *Journal of Theoretical and Applied Electronic Commerce Research, 16*(2), 101-115. https://doi.org/10.4067/S0718-18762021000200107

Appendix A

Sections 4-7: Opinions on Key Constructs

Section 4: Purchase Decision

1. You frequently decide to buy products/services from brands you follow through digital marketing.
2. Digital marketing content influences your decision to purchase products/services.
3. You feel more confident purchasing from brands you follow through digital marketing.
4. You are ready to purchase from brands you follow through digital marketing.

Section 5: Customer Trust

1. You feel the brand is honest with you.
2. You believe the brand upholds ethics and integrity.
3. You feel the brand cares about you.
4. You feel the brand respects your decisions.

Section 6: Customer Satisfaction

1. You are satisfied with the products/services purchased online.
2. You feel the products/services are of high quality.
3. You feel the products/services are reasonably priced.
4. You feel the service staff provide good support.
5. You feel your complaints are handled efficiently and promptly.

Section 7: Repurchase Intention

1. You are likely to purchase from the brand again.
2. You would recommend the brand’s products/services to others.
3. You feel loyal to the brand.
4. You feel confident recommending the brand’s products/services.