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**Leveraging Sustainable Content and Social Media Marketing for Innovative Consumer Engagement: Examining the Mediating Role of Online Convenience in Shaping Consumer Buying Behavior**

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**Abstract**

In the era of modern technology, the behavior of the consumer behavior shifted to fast innovative trends and fashion and also changed the business methods and strategies as compare to traditional approach of the marketing and the digital marketing. Thus, purchasing and selling concept used the approach of brick-and-mortar. The current research study was investigating the factors of digital marketing such as content marketing and the social media marketing with associated the consumer buying decision and the mediating effects of online convenience. The data was collected from the respondents using physically self-administrative questionnaire and also using the approach of Google form to distribute the link of the questionnaire with method of convenience sampling technique. The sample size for the current research based on the 386 collect from the respondents to analysis the research study data. The results indicates that the content marketing has the significance importance on the online convenience and the social media marketing also has the positive impact on the online convenience. Furthermore, the results suggested that the online convenience also significantly and the positively associated with the consumer purchase intention. Based on the results suggested that the mediating effects, the online convenience mediates the effects between the content marketing and the consumer purchase intention, and the also the online convenience mediates the relationship between the social media marketing and the decisions of the consumer behaviors.

**Keywords:** Content Marketing, Social Media Marketing, Online Convenience, Consumer Purchase Intention

**Background of the Research Study**

Now the era of globalization and the innovative technologies, business environments, the, and the competitive business approaches, the content has the greater importance and increase the business domain and productivity and consumer awareness (Trauntschnig & Hetz, 2020). Therefore, the digital functionality and the innovative marketing methods, such as the platforms of Facebook marketing, WhatsApp connections, online group connections, to developed the more consumer connections and better understanding consumer behavior (Sharma, 2024). Actually, the now form of technology, now most of the business move to the form of the digitally and gives consumer more purchasing choices and developed more business opportunities, and at the same time many challenges farces because of the competitive business environments, and more close development relationships and more brand image

(Kumar & Singh, 2020). Therefore, need to better and significance content to developed more connects with brands and found that no effective content relates to the brand not developed better brand image and no brand awareness with consumers, because of good content communicate good brand image, brand knowledge and more profits (Rahman, 2019). So that, by using the digital media, the digital marketing to delivered and present the contents for target audience and specific market (Abdul Aziz, 2020). Thus, the past study was suggested that the approach of the content marketing has developed the good communications with consumers, and with the help of online media platforms, to better communicates messages regarding the brands quality, brands taste, brand packaging, and brand equity, as well as more potential consumers connections (Abdurrahim & Sangen, 2019). Thus, the study was suggested that the better communications tools and better digital platforms easy to communicatees brands information's in form of smooth and developed positive image in the mind of the consumers and influenced on the behavior of the consumers (Kotler & Keller 2012). So that the significance good marketing communications more developed positive association and developed established connections with consumers, and consumer engagement and all these activities creates more connections and have the positive association with the consumer behavior (Soetjipto, 2023)

**The Purpose of the Research Study:** Actually, the propose of the current research study was examines the content marking and the social media marketing with the mediating effects of the online convenience to increase the consumer purchase decisions, therefore the current research study was examining the consumer buying behavior, through the factors of the content marketing and the social media marketing, these factors are so important when consumer buying any products, or service, through online, thus, the online platforms, the content marketing and the social media marketing have the significance importance to increase consumer purchase intention. Through the content to engage the customers, and content has significance importance

**Problem Statement of the Study:** Now in the globalization environment, the business environment through the modern technology, such as apply the social media marketing, content marketing, and also the online convenience has the greater impact on the behavior of the consumer buying decisions, and the consumer buying process or, shopping, purchasing has been shifted to digitally or online approach, thus, now multinational companies increase the concept of the digital marketing, content marketing, and the social media marketing, and the online convenience to increase the customer awareness, increase brand image, brand equity. The past research study was suggested that the role of content marketing has the significance impact on the behavior of the consumer purchase intention, but most of the companies have the lack of knowledge or research study in the field of content marketing effects and also the on the consumer buying decision. Thus, the current research study focusses on the content marketing on the behavior of consumer purchase intention with the social media marketing and the mediating role of online convenience consumer buying decision regarding the online platforms.

**Scope of the Research Study:** The research study scope has the significance importance regarding the social media marketing environments, the online shopping environments, social media advertising, through the concept of the content marketing, social media marketing, to increase consumer purchase intentions. Thus, the current research study was examining the content marketing, the social media marketing with the mediating effects of online convenience to better understanding consumer purchase behavior.

**Objective of the Research Study:** Because of the study was investigates the effects of the content marketing, with the social media marketing associated with the online convenience to knowing the consumer buying making and have some significance objectives are:

**RO-1:** To examines the content Marketing have the positive relationship on the Consumer Buying Behavior?

**RO-2:** To investigated Does the Social Media Marketing has the positive associated on the Consumer Buying Behavior?

**RO-3** To examines the Online Convenience mediate the relationship between content marketing and the consumer buying behavior

**RO-4:** To examines the Online Convenience, mediate the relationship between Social Media marketing and the consumer buying behavior

**RO-5:** To explore the concept of Online Convenience has the positive and the significantly impact on the consumer buying behavior

### **Research Study Questions**

**RQ1:** How does the content Marketing have the positive relationship on the Consumer Buying Behavior?

**RQ2:** Does the Social Media Marketing has the positive associated on the Consumer Buying Behavior?

**RQ3:** How does the Online Convenience mediate the relationship between content marketing and the consumer buying behavior?

**RQ4:** How does the Online Convenience mediate the relationship between Social Media marketing and the consumer buying behavior?

**RQ5:** How does the Online Convenience have the positive and the significantly impact on the consumer buying behavior?

Thus, the base on the above questions, the author focusses on the investigates the how the content marketing effects on the behavior of the consumer, and what impact of the online convenience with the decisions regarding the consumers behaviors, because these factors are so important to better understanding, the choices of the consumers, and brand selections, and brand association.

**Consumer Purchase Intention:** The prior study was suggested that the behavior of the consumer has the most important factor in any business environments, and the better knowledge regarding the consumer behavior the multinational companies share the contents of the products, and to through this approach to increase sales and profits (Qazzafi, 2019). Thus, the better understanding regarding the content marketing, social media marketing and the online convenience, these are good approach for all markets first understanding the decision of the consumer with is incorporated digital marketing and as well as old marketing. Thus, in the great world, there is no business exists, without customers and customer have significance importance in the competitive business environments and successful business (Yoesoep Edhie Rachmad, 2022)

**Content Marketing:** Through the approach of content marketing to increase the more customer engagement, more customer attention, and developed customer relationship, for the purpose of this technique companies more developed the customer attention through the sharing the available information, and better adverting and promotion of the products and services (Salonen et al., 2024). Now the behavior of the consumer has been shifted to traditional shopping to online shopping, based on the online convenience, the content marketing, and the social media marketing, all these changes associated with the technologies used in the daily life (Balogh-Kardos, Balogh, & Gál, 2025). The prior study suggested that in the competitive

environment so many competitors in the marketplace, and such environment the content marketing has significance importance for business, and also golden key for businesses to shire form its competitors (Guenther, & Guenther, 2022). Thus, it has been observed that the content marketing importance to recall the customers and target audience due to good content catch the potential customers and retain customers through good way of communications your meaningful message and increase consumer purchase intentions. So, the concept of the content marketing has developed competitive advantages for your business and increase consumer purchase intention, through the content your brand will have the first in the mind of customers and through the approach of content marketing and the through the social media marketing customer easy to access the information regarding the products price, availability, packaging products varieties, and better decision making (Zeqiri & Kajtazi, 2020).

**Social Media Marketing:** Now the consumer attitude has been changed due to the technology advancements, and in the society the behavior also has been changed because of the modern approach of social media, digital marketing, and the method of content marketing, also integrated with online convenience, because these factors more explore the concept of the consumer buying behavior and purchase intention (Oliveros-Coello, 2022). Thus, the concept of the content marketing and the concept of social media marketing associated with the networking of the social platforms, to better understanding people's opinions, sharing ideas, and better interacting with brand knowledge, brand image, brand equity more through the e-word of mouth to increase customer engagement (Hidayat, 2021). So that based on the interactive platforms to more strength of the customer size, and increase the significance number of customer increase, through the digitally involvement (Bakhodirovna, 2019). Actually, now peoples more time consumed social media and the companies through this concept more sharing information regarding the products, and better developed understanding regarding consumer likes and dislikes, more developed connections between firms and customers (Licardie Bolaños & Mosquera Fernández, 2020)

**Brand Equity:** The brand equity has explained the concept of that the value addition, regarding the brand value, according to the strategies of the marketing to developed more connections and the relationship with the consumers, to increase the brand awareness, brand knowledge, and the brand associations (Datta et al., 2017). The study was suggested that the perceptions regarding the consumer buying behavior, and the positive association with the consumers, and creates brand perceived brand image and quality, to developed consumer perceptions (Saputra, 2022). Thus, the brand knowledge and the brand awareness have the greater impact on the buying behavior of the consumers and developed positive image with consumer perceptions (Abdullah, 2020). So that the more positive image and more consumer associations and more created brand equity, developed and created in the consumers' minds.

**Theoretical Model and Hypothesis Development:** So that the concept of the study was examines the approach of the content marketing and the social media marketing to developed more consumers attentions and creates developed positive image and associations with consumers.

### **Development Hypotheses**

**H1:** Content Marketing has the positive relationship with the Online Convenience

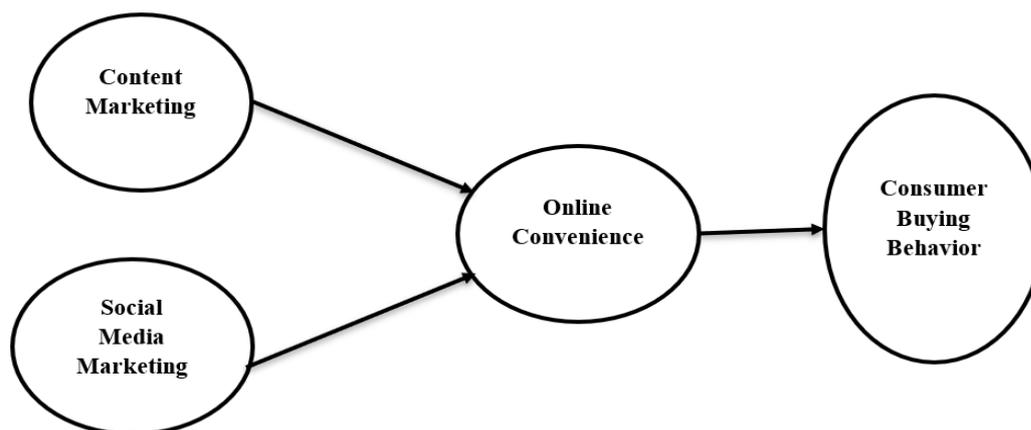
**H2:** Social Media Marketing has the positive associated on the Online Convenience

**H3:** The Online Convenience mediates the relationship between content marketing and the consumer buying behavior

**H4:** The Online Convenience mediates the relationship between Social Media marketing and the consumer buying behavior

**H5:** The Online Convenience has the positive and the significantly impact on the consumer buying behavior

### Conceptual Research Model of Content Marketing and Social Media Marketing



**Research Design:** The objective of the current section, to review the research methodology, strategies, and tactics apply in this study and provides the provides guidance for information gathering and processing and describe the overview of the overall research methodology and procedures, as well as specific methodologies and instruments for data collecting and analysis. The study was explained the both combined quantitative and qualitative research approaches, inductive and deductive investigation approaches, study purposes (contextual analysis, experimental investigation), and research methods (survey, questionnaire, and experiment) to establish a relationship between these expressions (Pickard, 2013). Thus, the quantitative research designs are split into experimental and non-experimental parts. Non experimental designs are further classified as descriptive, survey, co-relational, ex-post facto, comparative, evaluative, and methodological and the current investigation was non-experimental in nature. The current study aims to determine the effects of one variable on the other based on the nature of the investigation. The structured questionnaire has used to gather the data. Because the quantitative research design applies for the objective of quantitative data analysis to test the research hypothesis. Therefore, the most advantages of the considered the quantitative analysis is that this approach provides the significance results in term of quantifying the data could be easy to validate in the research study. The current research based on the quantitative approach, and the type of research is causal descriptive research, to analysis the descriptive phenomenon and causes regarding the endogenous and the exogenous variables to be studies. Thus, the data collect through the distributed questionnaire, to experts the knowledge, the subject of the human resource, and the students the field of human resource, and have the experience at any organizations.

**Research Approach:** The approach of the current research study was associated with the approach of quantitative methods, and through this approach the data collection through questionnaire approach, and the quantitative research is the way of systematic and the systematic method and the phenomenon with the relationships. Thus, the main objective of the quantitative research approach based on the developed hypothesis, research model of the mathematically, using the theories and gives the significance answers of the research study questions and the relationships (Hardani et al., 2020). The current research study based on the descriptive research, describes the characteristics of the research topic, includes the phenomenon such as content marketing, social media marketing, and the consumer buying behavior. Thus, the descriptive research design includes the correlations of between the variables, observational methods, questionnaire survey forms to collect the data. There are two

types of methods, the qualitative research method, and the quantitative research methods. Thus, quantitative research methods based on the predict the research phenomenon through measurable variables and based on numerical facts. Whereas the qualitative research is based on the opinion or subjective.

**Data Collections:** The prior research study was suggested that there are two types of data are, primary data and the secondary data. The current research study was taken the primary data, which is collected from the structured questionnaire, filled the respondents. Actually, the current research study, to collect the data through the method of the survey, questionnaire, which will distribute the different Universities, different outlets, super stores, markets and also share the link of the questionnaire, through the online, because the questionnaire is the research tool to collect the data. The prior research study was explained the survey is the questionnaire which is the study of collecting the data based on the sample from the population (Hardani, 2020)

**Data collection procedure:** The researcher first built the confidence with respondent that this study is only used for academic purpose not for commercial. The researcher physically attends the respondent to fulfill the questionnaire from selected restaurants. The researcher asked for permission from the manager or with other heads and build their trust that their opinions are confidential so that they give information without any hesitation. Give Respondents time to easily fill the questionnaire because they have their other responsibilities so gave them free hand for the questionnaire. This makes the answer more reliable because respondents filled the questionnaire without any pressure and they gave you other primary information which will be helpful for the research and each questionnaire filled 10 to 15 minutes so that each question get time and answered correctly. Questionnaire is personally filled by the respondents for primary data collection. The current research study, was based on the research approach of the cross-sectional technique of the research methods, the data collection from the respondent, and time periods, integrated with the human resource management in Pakistan. The questionnaire was adopted from the literature, and present to the respondent by hand to fill the questionnaire to collect the data

**Sample Selection:** The current research study was taken the cross-sectional study, mostly academic research and due to less time to access the data, and data analysis in the research study, and to evaluate the thesis research work. Thus, the convenience sample technique to be used for data collection from the respondent and this method is so easy and cheapest. Thus, the data through the approach of the data collection through the questionnaire, and the technique of the data collection with the approach of sampling techniques with non-probability sampling technique. The current research study, using the partial least square modeling to analysis the data, which is structural equation modeling approach which is based on the variance and important tool as the form of software SmartPLS 3.0.

**Ethical consideration:** To build a trust with the respondent that their data will be confidential. There are some ethical considerations which are first of all permission should be taken when collected the data and guarantee the respondent that their identity will be confidential. And if so, someone is not feeling comfortable so they have a choice to leave. Throughout the research the respondent's name and companies name will be shown anonymously and the information they are sharing will be only used for the research work. Further the information they are sharing will be only used for the research work. As the ethical point of view, the researcher considered the ethical factors during collect the data from the respondents, before the respondent sharing the information of the research study and gives the opinions openly regarding research study. The ethical considerations for primary data collection included maintaining the confidentiality and privacy of participants in the study, obtaining informed permission from respondents before they take part in the study, providing the respondents with

privilege to participate in this study, and providing sufficient importance to their issues. For this respective research, throughout the investigation, the researcher will safeguard the confidentiality of the study participants. Furthermore, the researcher also took the consent from the participants for ensuring the participation voluntary.

**Reliability and Validity:** The main objective of the reliability is based on the internal consistency of the construct of the items in the research study, and defined the reliability is the internal consistency of the items and the value more than 0.7, then the internal consistency valid for the items. The prior research study, explained that the test of the validity is explained the measured the questionnaire validity. Before the sharing the questionnaire to see the validity statement of the questionnaire. Thus, the measurement model is explained that the convergent validity based on the two criteria, the factor loading which is more than 0.5 and the another, all the indicators must have close to 0.5 the average variance extracted (Ghozali, 2018). For the purpose of the reliability, to explained or measured the internal consistency of the questionnaire measurement, thus, the current research study the composite reliability more than 0.7 and the value of the Cronbach’s alpha more than 0.7. In data analysis all the things are included information collection, and then designed that information in such a way that it got efficiently and easily communicate. The most important or element in data collection is data entry, editing and coding. The main objective of the questionnaire is if anything that is irrelevant will be eliminated. The analysis of the reliability explained the internal consistency of the items in the research study.

**Convergent Validity:** The current research study, results indicate the value of the outer loading or the loading factor values more than 0.7, the said to be the ideally constructively or the convergent validity and the value of the Average Variance Extracted greater than 0.5. thus, the current study maintains the limitations of the convergent validity and the Average Variance Extracted and also the results of the outer loading greater than 0.6.

Constructs	Average Variance Extracted	Standard	Decisions
Consumer Purchase Intention	0.761	>0.5	Valid
Content Marketing	0.657	>0.5	Valid
Online Convenience	0.615	>0.5	Valid
Social Media Marketing	0.654	>0.5	Valid

**Discriminant Validity:** Discriminant validity is said to be valid or feasible if the cross-loading results on the indicator are lower than the outer loading value. Then, if the quadratic result is greater than the other correlation values, then the results indicate that discriminant validity is fulfilled. In this study, from the results of the PLS algorithm processing, the cross-loading values and the square root of AVE were obtained as follows. According to, Heseler et al. (2015) assessed discriminant validity using the cross-loading test and the Fornell-Larcker criterion. This criterion is validated by the Fornell-Larcker criteria using the model, and to show discriminant validity—which is necessary to assess the variations in measuring instruments of distinct components—the square root of the AVE should correlate more highly than other constructs (Fornell et al., 1981). Heseler et al. (2015) used the Fornell-Larcker criterion and a cross-loading test to assess discriminant reliability. Table 4.2 displays the results of the Fornell-Larcker criteria using the model, which validate this criterion. The square root of the AVE should have a stronger correlation than other constructs in order to demonstrate discriminant validity, which is required for comparing measuring devices of different components (Fornell et al., 1981).

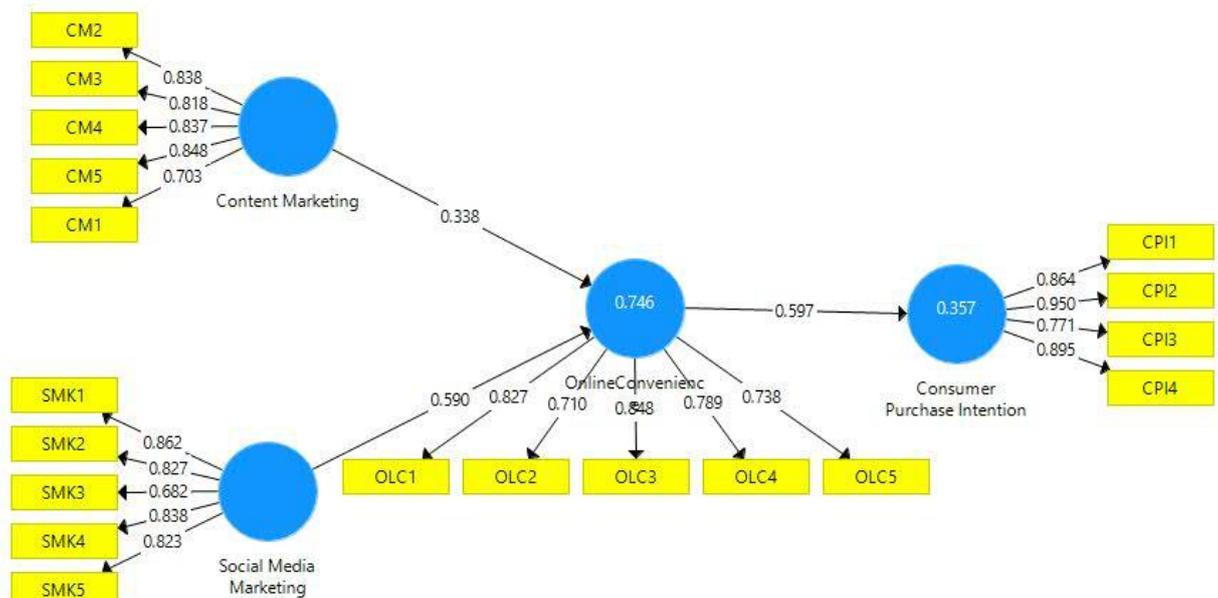
Constructs	Square root of AVE	Standard	Decisions
Consumer Purchase Intention	0.872	>0.5	Valid
Content Marketing	0.810	>0.5	Valid
Online Convenience	0.784	>0.5	Valid
Social Media Marketing	0.809	>0.5	Valid

As the results indicates that the square root of the values of the Average Variance Extracted more than 0.5 and the It can be concluded that the results of the research indicator instrument answers were not confused by the respondents, so that they were declared eligible and met discriminant validity

**Composite Reliability:** Composite reliability can be accepted if the value of the composite variable is reliable and Cronbach's alpha shows > 0.7. In this study, from the results of the PLS algorithm processing, reliable composites and Cronbach's alpha were obtained as follows

Constructs	Cronbach's alpha	Composite reliability (rho_a)
Consumer Purchase Intention	0.893	0.879
Content Marketing	0.868	0.869
Online Convenience	0.842	0.891
Social Media Marketing	0.868	0.852

The table results show the overall value of each variable above 0.7. It can be interpreted that the indicators of this study are declared reliable and pass the composite reliability test. Thus, the current research study, to calculate the Cronbach alpha the reliability of the items of the constructs of the study. Thus, all the values of the results of the Cronbach alpha and the composite reliability more than 0.7, which explained the all the items in the current research study of the constructs are reliable (Hair et al., 2017).



## Measurement Model

### Path Coefficients Analysis

Relationships Hypothesis	Relationships	P-Value	Decisions
<b>H1:</b> Content Marketing has the positive relationship with the Online Convenience	Content Marketing -> Online Convenience	0.000	Support
<b>H2:</b> Social Media Marketing has the positive associated on the Online Convenience	Social Media Marketing -> Online Convenience	0.000	Support
<b>H5:</b> The Online Convenience has the positive impact on the consumer buying behavior	Online Convenience -> Consumer Purchase Intention	0.000	Support

### Explanation and Interpretations of the Path Coefficient Results

The findings of the study was suggested that important factor of the content marketing significance association with the online convenience, thus, the marketing experts must understand the element of content marketing to developed the strong relationship with the consumers through the online convenience, so that the online convenience and the content marketing both are important to better understanding of the consumer buying decisions, thus the results supported the theory, which is explained the content marketing has the greater marketing strategy to more developed and to creates the connections and more attractive, to strong associations and through the online publishing contents with the help of social media strategies and more customer engagement and more brand engagement for the purpose of consumer purchase decisions making. Furthermore, the results suggested that social media marketing has the greater importance for the element of online convenience thus, the experts of the marketing, and the experts of the social media marketing to developed the connection with the element of the online convenience, thus, the social media marketing has more important to creates the connections and developed the significance importance for consumer buying decisions, both the elements the social media marketing and the online convenience are important to creates the consumer brand images, and brand awareness and brand associations. Thus, the more results suggested that, the online convenience has more associations with the consumer buying behavior, and is the important factor for consumer buying behavior. Thus, concludes the experts of the social media marketing suggested and developed more connections with consumers and purchase decisions

### Mediating effects of the Developed Hypothesis

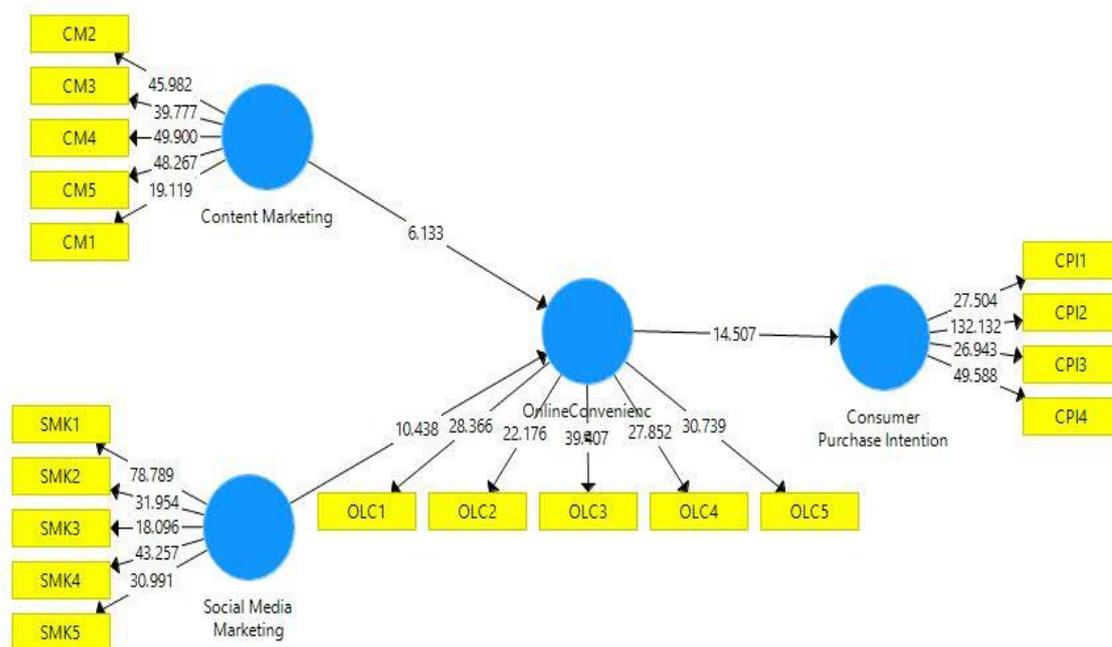
Hypothesis	Relationships	P-Value	Decisions
<b>H3:</b> The Online Convenience mediates the relationship between content marketing and the consumer buying behavior	Content Marketing -> Online Convenience -> Consumer Purchase Intention	0.000	Support
<b>H4:</b> The Online Convenience mediates the relationship between Social Media marketing and the consumer buying behavior	Social Media Marketing. -> Online Convenience -> Consumer, Purchase Intention,	0.000	Support

### Data and Results Analysis

The study was sharing the valuables and significance results regarding the mediating effects of the online convenience, the findings suggested that online convenience more developed and

creates the mediating effects, with the content marketing and the consumer buying decisions making process, thus the factor of online convenience has the more important for consumer buying behavior and more developed connections with consumers and content marketing and the decisions making process, because the content always significance impact on the consumer behavior, and more significance developed connections with potential consumers. Further results suggested that the also online convenience developed the meditation of the effects of the social media marketing and the consumer buying decision, so that the marketing managers, social media experts, to examines the online convenience considered important to more developed the relationship of the of the social media marketing and the buying behavior of the consumer making decisions.

### Structural Model



**Conclusion:** Further results, suggested that the factors of the content marketing, has the more associated with the consumer behavior, the online convenience also more associated with consumer behavior, further findings suggested the content marketing during the shopping, and purchasing the products, thus, the contents related the products, or services, has importance always customers. Based on the results suggested that the construct of the content marketing has the more value developed for consumer buying decisions, thus, concludes that the content for any brands has the more important to developed the strong connections with consumers, and consumers buying decision making process, thus multinationals companies must understand the consumer buying behavior regarding the content of the brands. Also finding suggested that the content marketing more developed the connections, through the online convenience, because the online convenience provides the easy to purchasing the brands, and easy to share the information. Further, due to the online convenience more developed the association with the consumer behavior to better and easy shopping behavior. The most significance results of the current study were to explained the mediating effects of the online convenience, thus results suggested that the online convenience creates the mediating effects with the content marketing and the consumer behavior decision making and the mediating effects developed between the social media marketing and the consumer purchasing decisions.

**Managerial Implication:** Thus, the implications regarding the managerial point of view, the results suggested that the how to manage the strategies regarding the social media marketing and the strategies content marketing, and how to developed strong connections with the consumers through the results of the study. The author suggested that, the managers developed more significance strategic strategies to increase, brand image, brand awareness, and sharing information regarding brands, and easy to purchasing through the factor of online convenience. Further, through the study the digital managers and the social media experts developed more content marketing strategies, and more significance content marketing strategies to developed the consumers relationship and more content information and long-term strategies to increase consumer buying behavior and decisions making.

**Research Study limitations and Future Research:** The limitations of the study, as researcher during the collect the data, and during the research investigates and some future research directions, thus, the during complete the research study the author has the time limitations during to complete the study, regarding the content marketing, which is associated with the behavior of the consumer and also related to the social media marketing. During the data collection, the respondent not corporate with this research study, may be fears about the personal information sharing. Then most of the information collect from the students of the universities and my colleagues and relatives. The current study was exported the concept of content marketing and the concept of the social media marketing associated with the consumer behavior, with the role of online convenience effects on consumer behavior. The future research direction would be incorporate the more factors of the social media marketing and the moderating factor relate to the consumer behavior. The data collection for the current study, the region based on the Karachi, is also related to the limitations of the study, and the future study could be more geographic region incorporated and more factors could be included to better behavior of the consumers.

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