Understanding Digital Content Marketing on Purchase Intention Incitement: Online Store Platform

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Abstract: - The rapid development of digital technology coupled with the Covid-19 pandemic has significantly changed digital consumer behavior, especially when they want to shop online. The innovation of digital marketing content (DCM) is indispensable to improving e-Wom, which has an impact on the level of consumer confidence to buy goods and services. This study aims to continue previous research discussing how the role of DCM in e-Wom is then continued to see how far this eWom can affect consumer buying interest. Measurements and evidence on this research to see how far the direct influence of DCM on Buying Interest driven by the excellent e-Wom will be analyzed using an equation model structure through the smartPls and Lisrel applications. This study found that the positive influence of DCM and e-Wom on buying Interest, which means that consumers' concerns about the uncertainty of a product are reduced when they get information through positive consumer comments, it is triggered by good DCM, which is carried out through Content Information, Content Entertainment, Social Interaction, Self Expression. The more popular a report is, the more likely it is that it represents a customer shared with other potential buyers, resulting in reviews and high-impact recommendations that can be considered e-WOM. A good e-Wom can reduce consumer uncertainty about the condition of products purchased online.

Key-Word: - Digital content marketing (DCM), Electronic word-of-mouth (e-WOM), Purchase Intention, Online Store, Content Information, Content Entertainment, Social Interaction, Self Experience.

1 Introduction

Over the last two decades, digitalization has changed very quickly in consumer marketing and the marketing industry [1], especially with the covid 19 pandemic. With the isolation of more than three billion people, the status of the digital space has shifted from convenience to necessity. However, digital inequality still exists in the population, [2]. There will be difficulties long after the COVID-19 pandemic has passed its first height, including economic strains, geopolitical unrest, and public health issues. Businesses must, therefore, learn how to run efficiently and safely, [3]. Additionally, shifting viewpoints affect how businesses approach their strategic marketing initiatives as well as the marketing context [4] and one of the ways used by companies is to innovate in digital marketing. Digital marketing offers significant opportunities for organizations through lower costs, increased brand awareness and sales, [5]. The term digital marketing is not just referring to digital channels. It has now become a general term describing the application of digital technology across the globe. Marketing processes to acquire and retain customers, build brands and manage customer relationships, [6]. The exponential growth of cellular information technology has led to an increasing number of consumers opting for mobile social media as their preferred source of information for decision-making [7], Consequently, marketers have been compelled to contemplate online marketing strategies to effectively reach their intended audience, [8]. Insufficient study has been conducted on digital marketing within the E-Commerce industry, particularly about to Digital Content Marketing (DCM) via social media platforms. DCM is widely recognized as a crucial

component of digital marketing, [9]. Highlighting the potential of DCM, Statista, [10] .The research on Content Marketing Revenue in 2018 showed that the global revenue for DCM (Digital Content Marketing) experienced a significant increase from $36.9 billion in 2018 to $107.5 billion in 2026. DCM has garnered recent attention because of its significant role in the field of digital marketing. Nevertheless, the academic notion of DCM currently lacks a standardized and universally acknowledged definition, [11]. One of the definitions of DCM is defined as "a management process responsible for identifying, anticipating, and satisfying customer needs profitably" through relevant digital content, [12]. DCM prioritizes engaging with the intended audience rather than solely focusing on generating revenue [13] and DCM also entails the skill of effectively conveying marketing messages to consumers without engaging in direct sales tactics. Persuasive specialized material and a combination of several types of content lead to a higher number of emoji likes and reactions, while instructive particular information is more effective in generating comments and queries, [14]. A previous study found that the dimensions of DCM promote e-WOM through positive social impacts, [15]. E-wom also has a vital role in influencing consumers to create brand perceptions, [16]. However, some things have a bad effect or are not optimal in the e-wom process, namely when consumers avoid attachments, [17]. E-wom also has a positive impact on buying interest, [18]. The lack of research on DCM currently makes the authors interested in discussing it.

1.1 Objectives of Study
1) To Investigate the relation of Digital Content Marketing to E-Wom.
2) To Investigate the relationship betwen e-Wom to Repurchase Intention
3) To Investigate the link between Digital Content Marketing to Purchase Intention.

1.2 Research Question
1) What is the relation of Digital Content Marketing to E-Wom ?
2) What is the relation between e-Wom to Repurchase Intention?
3) What is the relation of Digital Content Marketing to Purchase Intention?

1.3 Hypotheses
The hypotheses in this study area (Figure 1):

H1 : Digital Content Marketing Has a Significant Influence on E-Wom
H2 : E-Wom has a significant effect on Purchase Intention
H3 : Digital Content Marketing has a significant influence on Purchase Intention

Its positive influence on e-Wom in previous studies makes the authors intend to see its effect on purchase intention, both the direct impact of DCM on purchase intention and indirectly through the encouragement of E-WOM. Here, the author combines different theories from previous studies so that the understanding and analysis obtained are sharper and wider.

2 Review of Related Literature

2.1 Digital Content Marketing
DCM is an emerging marketing strategy concept that is advancing quickly. The primary focus of DCM research is durable goods, packaged goods, and customer service, [19]. DCM is not primarily concerned with promotion or sales, but rather serves as a means to captivate people through compelling content. DCM enables the target audience to actively engage with and consume information, emotions, news, and entertainment, rather than passively filtering or disregarding conventional advertising, [20]. Experts say that social media is a suitable medium to spread information content or targeted impact and stimulate members interaction, [21]. Consumers also use social media to find information about the product, [22]. Before making a decision, they seek helpful opinions from the group, [23]. Several things affect consumers, such as group references, group references, and organizational or company references For example, some posts are shared through group social media and then adopted by several people. Every member of the group who wants to get acceptance usually complies with activities that are by the expectations of other members. Activities posted on social media are a way of identifying the compliance of each member, [24]. Several previous studies have also explored what type of entertainment (content entertainment) is appropriate to use as digital content. Most of them use brand entertainment on social media platforms, [25]. Prior studies have demonstrated that brand entertainment can establish an emotional bond between entertainment

content and viewers, thereby offering validation and fostering the development of identity [26], and making consumers participate in or imitate the content [27]. Transfer of knowledge through social interaction needs to be done [28] and virtual communication is the transfer process considered adequate and efficient. DCM can help consumers understand their products and services [19] therefore, DCM influences consumer perceptions, [29]. At this time, many people like to express themselves (self-expression) through social media, because their goal is to find similarities with members of the same social group, [30]. interest, passion or motivation, and shared values in certain brand tribes in social media interactions, [31].

2.2 E-Wom (Elektronik Word of Mouth)

The importance of the power of an e-Wom in influencing buying interest makes companies need to think about strategies for forming e-Wom in the market. Three factors influence purchase intention; Quality of E-wom, Quantity of E-wom and expertise of information providers, [32]. The quality of information from social media can be seen from its objectivity, usefulness, understanding and significance, [32]. In addition, several things must be added to complement the quality of information, such as accuracy, completeness, dynamism, currency, personalization and variety, [33]. For E-wom quantity it can be seen from the number of reviews of the information provided, [34]. The popularity of information can be seen from the indicator of how many reviews appear, [33]. The expertise of information providers is essential in E-Wom, the ability of these information providers to share the ability of information sources, [34]. DCM is an emerging marketing strategy concept that is advancing quickly . The primary focus of research on DCM centers around durable goods, packaged goods, and customer service, [19]. DCM primarily does not focus on promotion or sales, but rather serves as a means to captivate people through compelling content. Specifically, DCM enables the intended recipients to actively engage with and track information through emotional, news, and entertainment channels, rather than disregarding or filtering out conventional advertising, [20]. Experts say that social media is a suitable medium for spreading information content or targeted impact and stimulating interaction between members, [21]. Consumers also use social media to find information about the product, [23]. Before making a decision, they seek helpful opinions from

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2.3 Purchase Intention

In management science, a signal theory is becoming popular, this theory discusses the problem of purchasing decisions and the parties involved in it, who use signals to reduce uncertainty due to incomplete information. In signal theory, any information can give consumers a negative or positive signal, this positive signal is significant in forming purchasing decisions, [39]. The birth of this signal theory introduced asymmetric information for purchasing decisions in economic models, [14]. There are three elements according to signaling theory: signaler and receiver, [40]. The marker is an individual who receives information on goods/services products, while the data here means a signal that can be negative or positive, [40]. Recipients of information are people who feel whether or not the information provided by the data sender is an individual, a group or a company, [41]. In online shopping, the customer will filter the information received first. After all, when they buy a product or service, they are faced with the risk that they will feel if they make the wrong purchase and uncertainty because they cannot carry out a direct inspection, [18]. Receiving the right information will reduce information asymmetry.

2.4 Framework Analysis

In this research, Framework Analysis is used to understand the direct influence of digital content marketing on purchase intentions and the indirect impact of e-WOM, or electronic word-of-mouth. This method allows researchers to find patterns, themes, and relationships between the variables studied. This allows researchers to thoroughly examine how digital content influences consumers' decisions to purchase goods, both directly and through recommendations from electronic sources.
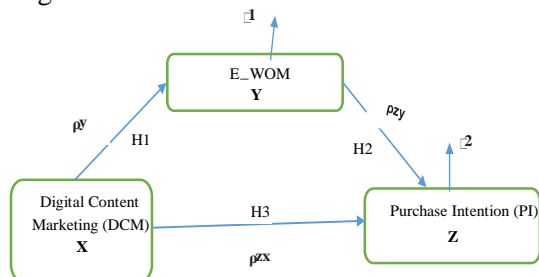

Fig. 1: Research Framework

3 Research Method

The research employed path analysis as the methodology. The author employs path analysis to identify the causal relationship and elucidate the direct or indirect impact between exogenous and endogenous variables. This model aims to examine the direct influence of the independent variable (DCM) on the dependent variable (Purchase Intention), as well as the indirect influence through intervening variables or intermediary variables (E-Wom). This is field research because the data used are primary data obtained directly from respondents through a questionnaire. Furthermore, the researcher used the Structure Equation Model (SEM) approach through the LISREL 8.7 program to analyze the field data. The population is Telkom University students the millennial generation who are familiar with online shops. The selection technique employed is non-probability sampling, specifically purposive sampling, where respondents are selected based on their knowledge of online retailers.. The number of samples that we collected was 380 respondents.

4 Result and Discussion

This study uses the least squares structural equation modeling (PLS-SEM) technique to examine all hypotheses. The two-step strategy of AMOS (Moment Structure Analysis) Version 24.0,

[42] is utilized for this purpose. Initially, it is vital to assess the dependability and accuracy of all constructs through the employment of the measurement methodology. The next stage involves conducting tests to evaluate the hypotheses put forward in the structural model. This study primarily utilized a dual mediation method with bootstrap analysis, based on a sample size of 386. The process involves applying a 95% percentile bias adjustment to calculate the mediating effect for each pathway using a user-defined 'estimation approach'. This is done to test several mediation pathways, [38]. Heterotrait-monotrait correlation ratio (HTMT analysis) in structural equations based on variance modeling was used to test the bias of the general method in this study, [43]. The measurement model had a satisfactory fit of conformity index (CMIN = 549.506; DF = 168; CMIN/df = 3.27; AGFI = 0.904 > 0.90; TLI = 0.967 > 0.90; CFI = 0.974 > 0.90; RMSEA = 0.057 <0.08, SRMR = 0.027 <0.08) [44]. Respondent data was collected from 386, namely 38% men and 62% women, and in terms of length of internet use (in minutes), namely < 30s (4%), 31s - 60s (13%), 61s - 91s (11%), 91s -120s (17%), 121s - 150s (11%), >151 (44%).

Figure 1 means : (a) the digital content marketing latent variable, the dimension that most forms the DCM variable, is a self-expression of 0.854. This is because consumers feel happier if the digital content has the same interests, values and consumer motivation. (b) the latent variable of E-WOM. The most shaping dimension is E-Quality. This is because the preferred information is objective, easy to understand, and has updated information so that information is considered useful for them; (c) the purchase decision variable, the dimension of which is uncertain. This is because they do not want to buy a product whose origin is unclear, and one of the indicators is the brand. In Figure 2 (Appendix) we can see that the direct influence of DCM on PI is 0.136. In comparison, the magnitude of the effect of DCM on PI through E-Wom is 0.296, which means that the role of DCM through content information, Content Entertainment, Social Interaction and Self Expression will be significantly optimal if the Ewom variable is also strengthened. Such as by providing quality information (objective, up-to-date, easy to understand news and very useful for consumers) so that more viewers and reviewers who comment positively are present in posting information. it will certainly reduce the uncertainty that consumers face when they shop online. To

determine validity, the loading factor value can be seen. If the loading factor value is more than 0.5, it is still acceptable; in other words, the indicator of the dependent variable measurement item is valid, [45]. In Table 1 (Appendix), all factor loading values are above 0.5, which means that all items in this study have met the requirements for convergent validity.

Table 2. Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DCM	0,813	0,827	0,877	0,640
E-wom	0,785	0,790	0,874	0,698
Purchase Intention	1,000	1,000	1,000	1,000

Table 3. Path Coeffecient Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Sig	Hyphothesis
Digital Content Marketing -> E-Wom	0,687	0,688	0,030	23,067	0,000	***	SP
Digital Content Marketing -> Purchase Intention	0,136	0,141	0,063	2,159	0,031	*	SP
E-Wom -> Purchase Intention	0,441	0,437	0,061	7,220	0,000	***	SP

Note: NS = no significance, NO = no support, SP=support; Standardised path coefficient significant at †$p < .10$, $p < .05$, ₋$p < .01$, ₋₋₋ $p < .001$,
Source: [44]

Test conditions for reliability and validity can be seen in Table 2, the Cronbach alpha value and ave value> 0.05 mean that all latent variables have met the requirements.

Based on the evaluation of the theoretical model, the estimated path coefficients (Table 3) determined who used the standard path coefficient at a significance level of $p < .10$; $p <.05$, $p <.01$ the magnitude of the signs can be seen from the number of stars [44]. Judging from the T-test count the value of DCM → E-WOM (Hypotheses 1); DCM → PI (Hypotheses 3); and E-WOM → PI (Hypotheses 3), the score is > T-table (1.966), and from the original sample value, all relationships DCM→ E-WOM; DCM→ PI (Hypotheses 3); and E-WOM is positive, it reflects ***hypotheses H1, H2 and H3 supported*** in this study.

5 Conclusion and Suggestion

The informativeness of online store companies in playing a pivotal role through digital marketing content in online shopping will increase Electronic word of mouth (eWOM), considered a good and valuable source of information for customers. The more information posts are reviewed by customers, the more popular information becomes. The more popular the report, the more reviews and influencer endorsements can be considered eWOM because they represent customers who share with other potential buyers. The better e-Wom can make the condition of consumers uncertain about products purchased online because they cannot carry out direct evaluations to decrease.

There are some limitations to this study. First, this study was distributed to Telkom University students as respondents with predetermined criteria. Even though their regions of origin differed, the age range and some attributes tended to be the same. For this reason, the following model can be proposed by expanding the coverage seen from regions or provinces and even countries to enrich the analysis of DCM, E-Wom and Purchase Intention. The next model can also be proposed by adding moderating variables that can add benefits to purchase intention.

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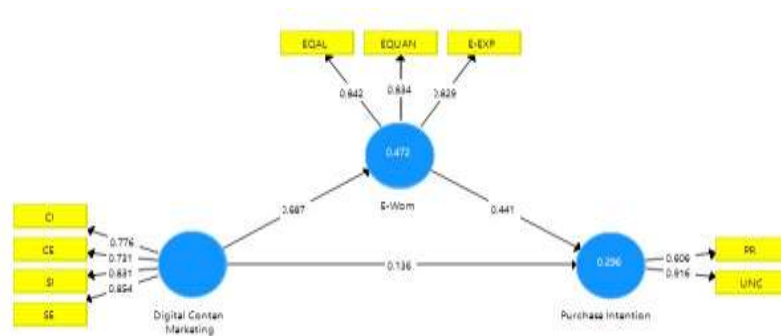
APPENDIX

Fig. 2: Result Structural Equation Model

Table 1. Result of Convergent Validity (outer Loading Test)

Laten Variable	Dimension Item	Indicator	Indicator Measurement Statement	Result	Conclusion
Digital Content Marketing	Content Information	Group References	Looking for product information from groups	0,68	Valid
		Individuals References	Looking for product information from individuals (friends, parents, brothers, sisters)	0,62	Valid
		Organization References	Looking for product information from the company	0,58	Valid
	Content Entertainment	Giving Affirmation	Get Entertainment content from ads that match my social class	0,72	Valid
		Building Identity	Get entertainment content from advertisements that can build a certain social class identity	0,75	Valid
		peer imitation	Following my friend's copying of advertising entertainment content	0,62	Valid
	Social Interaction	Effective interaction	The interaction of delivering product information is carried out in social media because it is more effective	0,73	Valid
		Efficient Interaction	The interaction of information delivery is carried out in social media because it is more efficient	0,72	Valid
	Self-Expression	Common Interests	Ad content that can express the same interests as me	0,78	Valid
		Equality of value	Get ad content that has the same value as me	0,79	Valid
ElectronicsWord of Mouth	E-wom Quality	Objectivity	Get objective information from social media	0,76	Valid
		Utility	Get useful information from social media	0,82	Valid
		Understanding	Read easy-to-understand information on social media	0,81	Valid
		Significance	Get more complete product information than the previous one	0,80	Valid
	E-wom Quantity	Total number of reviews	Popular products are products that have a lot of reviews	0,75	Valid
	E-wom Expertise	The ability of source to share information	Trusted information on social media is information that has been read by many people	0,65	Valid
			Reliable information comes from official social media	0,73	Valid
Purchase Intention	Faced with Perceived risk		I will buy a product that is low-risk for me	0,91	Valid
	Uncertainties		I will buy a product with a clear origin	0,62	Valid