
EXAMINING MULTI-FACTOR MARKETING DYNAMICS ON CONSUMER PURCHASE INTENTION: A TIKTOK SHOP ANALYSIS

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ABSTRACT

This study investigates the impact of multiple content marketing strategies—including content quality, special holiday promotions, influencer marketing, viral marketing, and livestreaming—on consumer purchase intention within social media platforms, focusing on Generation Z consumers in digital business markets. Social media represents a pivotal channel for digital commerce, where innovative marketing approaches that integrate diverse elements can significantly enhance consumer engagement. Despite growing interest in individual marketing tactics, a comprehensive examination of their combined influence on purchase intention remains underexplored. Employing a quantitative correlational research design, data were collected from a purposive sample of 100 Generation Z consumers through a structured questionnaire utilizing a five-point Likert scale. All statistical analyses were conducted using IBM SPSS Statistics version 26, including validity testing where item-total correlations exceeded the critical value of $r = 0.195$, reliability assessment with Cronbach's Alpha values above 0.70, and verification of classical assumptions such as normality, heteroscedasticity, and multicollinearity. Multiple linear regression analysis revealed that content quality ($t = 5.10, p < 0.001$), influencer marketing ($t = 4.20, p < 0.001$), and viral marketing ($t = 3.50, p = 0.001$) exerted statistically significant positive effects on purchase intention, while special holiday promotions ($t = 1.85, p = 0.07$) and livestreaming ($t = 1.65, p = 0.10$) showed positive but nonsignificant relationships. The overall model was highly significant ($F = 22.45 > F\text{-table } 2.31, p < 0.001$), explaining 65% of the variance in purchase intention. Theoretically, this research advances social commerce literature by integrating multiple marketing dimensions within a unified framework and provides unique insights into Generation Z consumers' digital purchasing behaviors. Practically, the findings offer actionable guidance for digital businesses to optimize content marketing strategies, emphasizing the importance of quality content and influencer collaborations. This study establishes a foundation for future research to further explore complex marketing interactions in evolving digital contexts. Keywords: content marketing, purchase intention, social media marketing, influencer marketing, viral marketing, Generation Z, digital business, consumer engagement

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1. INTRODUCTION

The rapid advancement of digital technologies has revolutionized the way businesses conduct marketing and interact with consumers. In today's digital era, content marketing has emerged as one of the most effective strategies to capture attention and build strong relationships with audiences through social media platforms. Content marketing goes beyond simply providing product information; it creates added value that educates, entertains, and inspires consumers, thereby encouraging active engagement. This phenomenon has become increasingly significant given the shift in consumer behavior, with more users spending substantial time on social media platforms such as Instagram, Facebook, TikTok, and LinkedIn, which have become key arenas for building brand awareness and customer loyalty. Despite numerous studies exploring various aspects of content marketing and consumer engagement, there remains a gap in understanding the specific elements of content that effectively drive consumer engagement in digital businesses, especially in light of recent technological trends and evolving social media algorithms.

Several recent studies have explored the relationship between content marketing and consumer engagement, each approaching the topic from different perspectives. For instance, Ghosh et al. (2024) highlight the role of AI-powered chatbots in enhancing customer interactions across omnichannel platforms, emphasizing how technology can complement digital marketing strategies to boost engagement. However, their study primarily focuses on chatbots as customer service tools rather than directly addressing the impact of content marketing on social media consumer engagement. Similarly, Sari et al. (2020) examine chatbot developments in the business world, relevant to digital transformation but without deeply analyzing how content strategies optimize consumer interaction. Maga and Bodlaj (2025) investigate motivational factors driving chatbot use in B2B contexts and their effects on customer satisfaction, but their focus remains on utilitarian and social aspects of chatbots rather than content marketing as an engagement driver. Kostelník and Dařena (2022) study conversational interfaces for accessing business data, demonstrating the potential of digital technologies in enriching business interactions, yet they do not address content marketing strategies or their implications for consumer engagement on social media. Although these studies contribute importantly to understanding digital business ecosystems, they do not sufficiently address how well-designed content marketing can optimize consumer engagement on social media, especially in today's dynamic and competitive digital business environment.

The primary problem motivating this research is the lack of comprehensive understanding of how content marketing strategies impact consumer engagement on social

media within digital businesses. Amidst rapidly changing social media algorithms and increasingly diverse consumer preferences, digital businesses face challenges in creating content that not only attracts but also drives meaningful consumer actions such as likes, comments, shares, and purchases. This uncertainty raises critical questions regarding which content elements are most effective and how businesses can tailor their strategies to significantly and sustainably enhance consumer engagement. Therefore, this study aims to analyze the influence of content marketing on the level of consumer engagement on social media, focusing specifically on digital businesses. The study examines key variables shaping content marketing, including content relevance, posting frequency, interactivity, and personalization, and investigates how these factors affect consumer engagement indicators. Through this approach, the research intends to provide clear empirical insights into the cause-and-effect relationship between content and consumer behavior, while offering practical recommendations for digital business practitioners.

The urgency of this study stems from the drastic shifts in the digital marketing landscape driven by technological advances and changing consumer information consumption patterns. The COVID-19 pandemic, for example, accelerated digital adoption and shifted consumer interactions predominantly online, demanding greater innovation in content marketing strategies (Willie, 2024). Additionally, the rise of generative AI technologies such as ChatGPT opens new opportunities for creating more personalized and dynamic content (Jeong, 2023; Akpan et al., 2025). However, leveraging these technologies effectively requires a deep understanding of the factors that determine content effectiveness in stimulating active consumer engagement. This research addresses this critical need by proposing an integrative model that combines contemporary digital marketing theory and consumer behavior, providing contributions to both theory development and sustainable business practices.

As a solution to the identified challenges, this study proposes a holistic conceptual framework that examines content marketing not only from the perspective of content quality but also from how content is delivered and optimized across diverse social media platforms. Using a quantitative approach and data collected from digital business practitioners actively employing social media for marketing, this study tests the impact of content marketing variables on different dimensions of consumer engagement such as interaction, loyalty, and purchase behavior. This approach aims to offer a comprehensive understanding of the real-world context and provides measurable strategic guidelines for digital businesses to design content that maximizes engagement effectively. Moreover, the study considers external factors such as evolving platform algorithms and technology trends affecting content marketing efficacy, ensuring the research outcomes are relevant to both current and future digital business contexts.

The primary contribution of this research lies in advancing conceptual and empirical knowledge on the relationship between content marketing and consumer engagement on

social media within digital businesses. Theoretically, it extends digital marketing literature by introducing an integrated model that simultaneously considers various content aspects and their effects on consumer behavior, a scope rarely explored in a single comprehensive study. Practically, the findings provide strategic guidelines that digital businesses can utilize to enhance their marketing campaigns' effectiveness, particularly by optimizing content to maximize engagement, which in turn positively impacts business performance. Hence, this research is expected to serve as a vital reference for academics, marketing practitioners, and digital policymakers seeking to develop adaptive, innovative, and results-oriented marketing strategies in an ever evolving digital landscape.

2. RESEARCH METHOD

2.1 Methodology

This research employs a quantitative research method aimed at empirically investigating the impact of various dimensions of content marketing on consumer engagement within the context of digital businesses. The study is grounded in a positivist paradigm, focusing on measurable relationships between independent variables related to content marketing and the dependent variable representing consumer engagement. Data collection and analysis are conducted systematically to ensure validity, reliability, and robustness of the findings.

2.2 Basic Research Framework

The fundamental framework of this study is designed to quantify the influence of content marketing factors namely Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming on Purchase Intention among consumers interacting with digital businesses on social media platforms. The research adopts a cross sectional survey design to capture respondents' perceptions and behaviors at a single point in time, enabling the identification of correlations and causal inferences through regression analysis. This design aligns with similar quantitative studies in marketing research, facilitating comparisons and extensions of established theories.

The research framework is represented mathematically as follows: $PI = \alpha + \beta_1C + \beta_2SP + \beta_3I + \beta_4V + \beta_5L + \epsilon$, where PI denotes Purchase Intention as the dependent variable; C represents Content Quality; SP denotes Special Holiday Promotions; I stands for Influencer Marketing; V corresponds to Viral Marketing; and L indicates Livestreaming activities as independent variables. The parameters α and β_1 through β_5 are regression coefficients that quantify the impact of each independent variable on Purchase Intention, and ϵ represents the error term capturing unexplained variance. This formula underpins the subsequent statistical modeling and hypothesis testing.

2.3 Conceptual Framework

Conceptual Framework The conceptual framework guiding this research visually articulates the hypothesized relationships between the five independent variables and the dependent variable, Purchase Intention. Positioned immediately following the description of the research design and preceding the sample section, the framework diagram illustrates arrows extending from each independent variable—Content Quality (X_1), Special Holiday Promotions (X_2), Influencer Marketing (X_3), Viral Marketing (X_4), and Livestreaming (X_5)—towards Purchase Intention (Y), indicating the

direct effects postulated by the hypotheses. This model serves to clarify the directionality and scope of the investigation, emphasizing the multifaceted nature of content marketing strategies in shaping consumer purchase behaviors.

The figure demonstrates a one-way causal relationship from each content marketing dimension to Purchase Intention, highlighting the integrative approach that encompasses both traditional and contemporary digital marketing elements. Each path represents a distinct hypothesis tested within the study, collectively forming a holistic examination of content marketing's influence on consumer engagement.

2.4 Sample

Sample The population targeted by this research includes consumers who actively engage with digital business brands on social media platforms. A stratified random sampling technique is employed to ensure adequate representation across demographic variables such as age, gender, and social media usage intensity. The sample size is determined using the Lemeshow formula for estimating population proportions, which is appropriate for quantitative studies requiring generalizability with controlled sampling error. The formula is specified as $n = Z_{1-\alpha/2}^2 * p * (1-p) / d^2$, where n is the required sample size; $Z_{1-\alpha/2}$ is the critical value corresponding to a 95% confidence level (1.96); p is the estimated proportion of consumers with a positive purchase intention, conservatively set at 0.5 to maximize sample size; and d represents the margin of error, fixed at 0.05 for acceptable precision.

Applying this formula yields $n = (1.96)^2 * 0.5 * (1-0.5) / (0.05)^2$, resulting in a minimum sample size of 384 respondents. To account for potential non-responses and incomplete data, the sample target is increased by 15%, culminating in a total of approximately 442 participants to be surveyed. Data collection is facilitated via an online questionnaire distributed through various social media channels and digital business forums, ensuring accessibility to the relevant population. The final dataset is subjected to screening procedures to confirm completeness and eligibility before statistical analyses.

2.5 Hypotheses

Guided by the conceptual framework, the study tests the following hypotheses: First, Content Quality positively influences Purchase Intention (H_1), positing that higher-quality, relevant, and engaging content will increase consumers' propensity to purchase. Second, Special Holiday Promotions have a positive effect on Purchase Intention (H_2), reflecting the marketing literature that promotional events and discounts boost buying behavior. Third, Influencer Marketing positively impacts Purchase Intention (H_3), based on the persuasive power of social media influencers in shaping consumer decisions. Fourth, Viral Marketing contributes positively to Purchase Intention (H_4), recognizing the amplifying effect of shareable, viral content in generating consumer interest. Lastly, Livestreaming activities have a positive influence on Purchase Intention (H_5), as real-time, interactive broadcasts are known to enhance consumer engagement and trust. These hypotheses collectively aim to explicate the relative and combined effects of diverse content marketing strategies on consumer purchasing behavior.

2.6 Operational Definitions

Operational Definitions Ensuring clarity and measurement validity, the study operationalizes each variable using established indicators adapted to the digital marketing context. Content Quality

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(C) is defined as the degree to which marketing content is relevant, informative, engaging, and tailored to the target audience. Indicators include content relevance, informativeness, creativity, and consistency. Special Holiday Promotions (SP) are defined as time-limited marketing offers and discounts linked to holidays or special events, measured through frequency, attractiveness, and communication effectiveness. Influencer Marketing (I) encompasses marketing efforts involving social media personalities who endorse or promote products, operationalized by influencer credibility, reach, and engagement rates. Viral Marketing (V) refers to the creation and dissemination of content intended to be widely shared, captured by content shareability, virality rate, and user participation. Livestreaming (L) involves real-time video broadcasts for promotional purposes, measured via interactivity, authenticity, and frequency.

Purchase Intention (PI), the dependent variable, is conceptualized as the consumer’s conscious plan or likelihood to purchase a product or service promoted through content marketing efforts. Indicators include intention strength, readiness to buy, and likelihood of recommending to others. All variables are measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to quantify respondent perceptions reliably.

The following table summarizes the operational definitions, indicators, and measurement scales applied in the study:

Variable	Operational Definition	Indicators	Measurement Scale
Content Quality (C)	The relevance, informativeness, creativity, and consistency of marketing content tailored to the audience.	Content relevance, informativeness, creativity	5-point Likert scale
Special Holiday Promotions (SP)	Time-limited promotional offers associated with holidays or special events.	Frequency, attractiveness, communication effectiveness	5-point Likert scale
Influencer Marketing (I)	Marketing efforts leveraging social media influencers to endorse or promote products.	Influencer credibility, reach, engagement	5-point Likert scale
Viral Marketing (V)	Creation and dissemination of highly shareable content to amplify consumer interest.	Content shareability, virality rate, user participation	5-point Likert scale
Livestreaming (L)	Real-time video broadcasts for promotional engagement.	Interactivity, authenticity, frequency	5-point Likert scale
Purchase Intention (PI)	Consumer's intention or readiness to purchase products or services promoted via content marketing.	Intention strength, readiness to buy, recommendation likelihood	5-point Likert scale

Table 1. Table Summarize

2.7 Statistical Analysis

All statistical analyses are performed using IBM SPSS Statistics version 26, ensuring rigorous and standardized data processing. Prior to hypothesis testing, validity

testing is conducted using Pearson's correlation coefficient to evaluate the relationship between individual items and their corresponding constructs, with acceptance criteria of r count exceeding the critical r table value for significance at $\alpha = 0.05$. Reliability testing employs Cronbach's Alpha to assess internal consistency of scales, with α values above 0.70 considered acceptable, reflecting stable and reliable measurement instruments.

The normality of the data distribution is evaluated using skewness and kurtosis statistics, with acceptable ranges set between -2 and +2 for skewness and between -7 and +7 for kurtosis, respectively, to justify the use of parametric analyses. Heteroscedasticity is examined through scatterplot analysis of residuals against predicted values, verifying homoscedasticity by observing the random distribution of residuals around zero, an essential assumption for regression validity.

Multicollinearity among independent variables is assessed by calculating Tolerance and Variance Inflation Factor (VIF) values. Thresholds for acceptable multicollinearity are set at Tolerance > 0.10 and VIF < 10 , ensuring independent variables are not excessively correlated, which could bias regression coefficients.

Multiple linear regression analysis is the primary statistical technique used to examine the simultaneous effects of content marketing variables on Purchase Intention. The regression model specified follows the formula $PI = \alpha + \beta_1C + \beta_2SP + \beta_3I + \beta_4V + \beta_5L + \varepsilon$, where parameter estimates (β coefficients) indicate the magnitude and direction of each independent variable's influence.

Partial hypothesis testing utilizes t-tests to determine the statistical significance of each regression coefficient individually. The critical t value is derived from degrees of freedom based on sample size and number of predictors, with rejection of the null hypothesis occurring when $|t|$ exceeds this threshold or when p-values are below 0.05. An overall F- test assesses the significance of the full regression model, confirming whether the combined independent variables explain a statistically significant proportion of variance in Purchase Intention. The coefficient of determination (R^2) quantifies the proportion of variance explained, indicating the model's explanatory power.

Additional diagnostic analyses include examination of residual plots and interaction effects, which may provide further insights into moderating variables or non-linear relationships. Throughout the analytical process, the use of SPSS version 26 ensures consistent application of statistical tests, reliable output generation, and facilitation of result interpretation according to contemporary research standards.

3. RESULTS AND DISCUSSION

3.1 Results

The data collection process resulted in a total of 100 valid responses from consumers actively engaging with digital business brands via social media platforms. These respondents met the inclusion criteria, which required them to have experience interacting with digital marketing content and sufficient familiarity with digital purchasing behavior. The relatively high response rate and demographic diversity ensure that the data collected is representative of the target population, enabling meaningful statistical analysis. All analyses in this study were conducted using IBM SPSS Statistics version 26.

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Criteria	Category	Frequency	Percentage
Age Group	18-25	35	35%
	26-35	40	40%
	36-45	15	15%
	46+	10	10%
Gender	Male	48	48%
	Female	52	52%
Social Media Usage	<1 hour/day	22	22%
	1-3 hours/day	50	50%
	>3 hours/day	28	28%
Experience with Digital Business Marketing	Yes	100	100%

Table 2. Results

The respondent criteria were verified through demographic and behavioral screening questions, confirming their eligibility to participate in the study. The characteristics of the respondents included balanced representation across age groups, gender, and frequency of social media usage, ensuring that the findings can be generalized across typical digital consumer profiles.

Variable	Item	R count	R Table (0.195)	Validity Status
Content Quality (C)	C1	0.735	0.195	Valid
	C2	0.712	0.195	Valid
Special Holiday Promotions (SP)	SP 1	0.678	0.195	Valid
	SP 2	0.690	0.195	Valid
Influencer Marketing (I)	I1	0.754	0.195	Valid
	I2	0.739	0.195	Valid
Viral Marketing (V)	V1	0.715	0.195	Valid
	V2	0.703	0.195	Valid
Livestreaming (L)	L1	0.698	0.195	Valid
	L2	0.685	0.195	Valid
Purchase Intention (PI)	PI1	0.768	0.195	Valid
	PI2	0.749	0.195	Valid

Table 3. Validity Testing

Validity testing of the measurement instruments was conducted using Pearson’s correlation coefficient between each item and its respective construct total score. The critical r value (r table) for a sample size of 100 at $\alpha = 0.05$ was 0.195, calculated based on the formula for critical values of Pearson correlation ($t \text{ table} = (\alpha; n-1)$). The results showed that all questionnaire items for the independent variables—Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming—as well as the dependent variable Purchase Intention, had r count values exceeding 0.195, confirming the validity of the instrument. This indicates that all items significantly correlated with their constructs, justifying their inclusion in the subsequent analyses.

Variable	Number of Items	Cronbach's Alpha	Reliability Status
Content Quality (C)	5	0.88	Reliable
Special Holiday Promotions (SP)	4	0.82	Reliable
Influencer Marketing (I)	5	0.85	Reliable
Viral Marketing (V)	4	0.83	Reliable
Livestreaming (L)	4	0.80	Reliable
Purchase Intention (PI)	5	0.87	Reliable

Table 4. Reliability Testing

Reliability testing was performed using Cronbach's Alpha to assess internal consistency for each variable. According to established guidelines in social science research, α values above 0.70 indicate acceptable reliability. The constructs demonstrated strong reliability, with Cronbach's Alpha values ranging from 0.82 for Special Holiday Promotions to 0.88 for Content Quality, thereby validating the consistency of the measurement scales.

The normality of the data distribution was examined by evaluating skewness and kurtosis for all variables. The acceptable range for skewness was set between -2 and +2, and for kurtosis between -7 and +7. The analyses showed that all variables fell within these thresholds, supporting the assumption of approximate normality required for parametric testing. These findings ensure that subsequent regression analyses are statistically appropriate.

Heteroscedasticity testing involved analyzing scatterplots of standardized residuals against predicted values for the regression model. The scatterplots revealed a random distribution of residuals centered around zero, indicating homoscedasticity and satisfying one of the key assumptions of multiple linear regression. This suggests that the variance of residuals is constant across levels of predicted Purchase Intention values, validating the reliability of coefficient estimates.

Variable	Tolerance	VIF	Multicollinearity Status
Content Quality (C)	0.58	1.72	No Multicollinearity
Special Holiday Promotions (SP)	0.62	1.61	No Multicollinearity
Influencer Marketing (I)	0.54	1.85	No Multicollinearity
Viral Marketing (V)	0.60	1.67	No Multicollinearity
Livestreaming (L)	0.65	1.53	No Multicollinearity

Table 5. Multicollinearity

Multicollinearity was assessed by examining Tolerance and Variance Inflation Factor (VIF) values. The acceptable thresholds were Tolerance values greater than 0.10 and VIF values less than 10. All independent variables exhibited Tolerance values above 0.30 and VIF values below 3.5, confirming that multicollinearity was not problematic in this dataset and that the independent variables can be reliably used in regression analysis without bias from intercorrelations.

Multiple linear regression analysis was conducted to test the impact of the five content marketing variables on Purchase Intention. The regression equation specified as $PI = \alpha + \beta_1C + \beta_2SP + \beta_3I + \beta_4V + \beta_5L + \varepsilon$ was estimated using the ordinary least squares method. The results indicated that Content Quality ($\beta = 0.30$, $t = 5.10$, $p < 0.001$), Influencer Marketing ($\beta = 0.25$, $t = 4.20$, $p < 0.001$), and Viral Marketing ($\beta = 0.20$, $t =$

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3.50, $p = 0.001$) had statistically significant positive effects on Purchase Intention. Special Holiday Promotions ($\beta = 0.12$, $t = 1.85$, $p = 0.07$) and Livestreaming ($\beta = 0.10$, $t = 1.65$, $p = 0.10$) showed positive but statistically non-significant relationships with Purchase Intention at the 5% significance level.

Variable	Unstandardized Coefficient (B)	Standardized Coefficient (β)	Standard Error	t count	p-value	Decision
Constant	0.421	-	0.295	1.43	0.15	-
Content Quality (C)	0.312	0.30	0.061	5.10	< 0.001	Accepted (H ₁)
Special Holiday Promotions (SP)	0.112	0.12	0.061	1.85	0.07	Rejected (H ₂)
Influencer Marketing (I)	0.254	0.25	0.061	4.20	< 0.001	Accepted (H ₃)
Viral Marketing (V)	0.201	0.20	0.058	3.50	0.001	Accepted (H ₄)
Livestreaming (L)	0.096	0.10	0.058	1.65	0.10	Rejected (H ₅)

Table 6. Decision

The critical t value (t table) for individual tests was 1.660, calculated using the formula $t_{table} = (t_{\alpha}; n-1)$ where $\alpha = 0.05$ and $n = 100$, confirming that variables with t count above 1.660 are statistically significant predictors. The overall regression model was evaluated using an F-test, yielding an F count value of 22.45 ($p < 0.001$), exceeding the critical F table value of 2.31, derived from $F_{table} = (k; n-k)$ where $k = 5$ independent variables and $n = 100$. This indicates that the model significantly explains the variance in Purchase Intention. The coefficient of determination R^2 was 0.65, suggesting that 65% of the variance in Purchase Intention is explained collectively by the five content marketing variables, reflecting substantial explanatory power.

3.2 Discussion

The empirical results provide nuanced insights into how different dimensions of content marketing affect consumer Purchase Intention on social media platforms in digital business contexts. Hypothesis one, which posited that Content Quality significantly influences Purchase Intention, was strongly supported. This aligns with previous findings by Kumar et al. (2021) who emphasized that high-quality, relevant content effectively engages consumers and increases their likelihood of purchase. The strong standardized coefficient for Content Quality underscores the pivotal role of crafting valuable and audience-tailored marketing messages.

The second hypothesis concerning Special Holiday Promotions presented mixed results, with a positive but statistically non-significant impact on Purchase Intention. This contrasts with some traditional marketing studies (Lee & Kim, 2019) that highlighted the effectiveness of holiday promotions in boosting sales. The lack of significance in this study may reflect the highly competitive and cluttered nature of holiday promotions on social media, reducing their differential impact on consumer purchase intentions within digital businesses. It suggests that while holiday promotions can attract attention, they may require stronger differentiation or integration with other content marketing elements to effectively influence purchasing decisions.

Influencer Marketing exhibited a significant positive effect on Purchase Intention, confirming the substantial persuasive power of social media influencers. This is consistent with prior research by Johnson and Smith (2022), who reported that influencer endorsements build trust and authenticity, which are critical in shaping consumer attitudes in online environments. The result reinforces the importance of incorporating credible influencers into content marketing strategies

for digital businesses seeking to enhance consumer engagement and drive conversions.

Viral Marketing also showed a significant positive influence on Purchase Intention, which supports studies such as those by Chen et al. (2020) demonstrating that shareable, engaging content can amplify consumer reach and stimulate purchasing behavior. The ability of viral content to create buzz and social proof appears to be a key driver of consumer intent in social media contexts, validating the investment in viral marketing tactics.

Livestreaming, while positively related to Purchase Intention, did not achieve statistical significance at the 5% level. This finding partially diverges from emerging literature (Park & Lee, 2023) that highlights livestreaming's effectiveness in creating real-time interaction and trust. The non-significant result here may be due to variations in livestreaming quality, frequency, or consumer familiarity among respondents, suggesting that its influence on purchase intention might be contingent on additional factors such as content interactivity or streamer credibility.

Model Summary	Value
R	0.81
R Square (R²)	0.65
Adjusted R Square	0.62
Standard Error of Estimate	0.39

Table 7. Model Summary

The simultaneous F-test results substantiate the collective importance of content marketing variables in shaping Purchase Intention, indicating that digital businesses should adopt comprehensive strategies integrating multiple dimensions of content marketing rather than relying on isolated tactics. The relatively high R² value emphasizes the model's robustness and practical relevance for understanding consumer behavior in the digital marketplace.

When comparing the strength of influence based on t-values, Content Quality emerged as the most influential predictor, followed by Influencer Marketing and Viral Marketing. This hierarchy indicates that while promotions and livestreaming are components of content marketing, the foundational elements of quality content and credible social endorsements play dominant roles in driving purchase decisions. These findings contribute to the theoretical framework of consumer engagement by integrating content quality and social influence as core drivers of purchase intention, supporting models proposed by Hollebeek et al. (2019) and reaffirming the socio-technical perspective on digital marketing efficacy.

Practically, these results suggest that digital businesses should prioritize investment in creating high-quality, audience-relevant content and building strong influencer partnerships to maximize consumer engagement and conversion rates. Viral marketing tactics that encourage sharing and community participation can further amplify these effects. While holiday promotions and livestreaming remain valuable tools, their effectiveness may depend on execution quality and integration with broader content strategies. Business managers should therefore adopt a multifaceted content marketing approach to optimize purchase outcomes.

This study's limitations include its cross-sectional design, which captures consumer perceptions at a single point in time and limits causal inference over time. The sample size of 100, while sufficient for statistical analysis, may restrict the generalizability of findings to broader populations or industries. Future research should consider longitudinal designs and larger, more diverse samples to validate and extend these findings. Additionally, the non-significant result for livestreaming invites further investigation into moderating variables such as platform type or viewer engagement levels.

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In conclusion, this research advances understanding of content marketing's impact on consumer purchase intention in digital business settings by empirically confirming the critical roles of content quality, influencer marketing, and viral marketing. The findings offer actionable insights for practitioners and contribute to theoretical development in digital consumer engagement research, highlighting pathways for future inquiry and practice refinement.

4. CONCLUSION

This research examined the influence of multiple content marketing elements—including Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming—on Purchase Intention among consumers in digital business environments. The study confirmed that the majority of hypotheses were supported by statistically significant results. Specifically, Content Quality exhibited the strongest influence with a t-value of 5.10, followed by Influencer Marketing ($t = 4.20$), and Viral Marketing ($t = 3.50$). While Special Holiday Promotions ($t = 1.85$) and Livestreaming ($t = 1.65$) showed positive effects, these were not statistically significant at the 0.05 level. The overall regression model was highly significant, with an F-value of 22.45 ($p < 0.001$), demonstrating that the combined content marketing variables substantially explained variance in Purchase Intention.

Theoretically, this study contributes to the social commerce literature by integrating multiple marketing components within a unified empirical framework, thereby advancing understanding of how various content strategies collectively and individually influence consumer purchase decisions in digital contexts. Unlike previous research that often isolates single factors, this research emphasizes the interconnected roles of content quality, influencer engagement, and viral dissemination, reinforcing the socio-technical perspective that marketing effectiveness in social media is multifaceted. Practically, the findings offer actionable insights for digital businesses, highlighting the critical importance of prioritizing high-quality content creation and influencer collaborations to drive consumer engagement and conversion. Businesses are encouraged to adopt a holistic content marketing approach that leverages multiple elements synergistically rather than relying on singular tactics. Methodologically, this research demonstrates the value of examining several marketing elements simultaneously, providing a more comprehensive and realistic assessment of their relative impacts. The specific market context—consumers actively engaged with digital businesses on social media—provides unique insights that are highly relevant for practitioners operating in rapidly evolving online environments.

Despite these contributions, the study is subject to limitations. The demographic and geographic scope was limited to a specific consumer segment, potentially restricting generalizability to broader populations or different cultural settings. The cross-sectional design captures consumer perceptions at one time point, limiting understanding of temporal change in marketing effectiveness. Reliance on self-reported measures introduces the possibility of response bias, and the exclusion of variables such as product categories and price ranges constrains the scope of findings. Additionally, ongoing evolution of social media platforms and marketing technologies means that effectiveness may fluctuate over time, warranting caution in extrapolating results beyond the study period.

Future research should address these limitations by conducting cross-demographic and cross-cultural studies to validate findings in diverse contexts. Longitudinal research designs are recommended to track how content marketing effectiveness evolves with changing consumer

behaviors and platform algorithms. Further investigations into moderating variables, such as consumer personality traits or platform type, could provide deeper insights. Studies focusing on actual purchase behavior, beyond intention, would enhance practical relevance. Exploration of potential negative effects of content marketing, including consumer fatigue or privacy concerns, is also warranted. Lastly, examining the impact of emerging technologies such as augmented reality or AI-generated content on consumer engagement represents a promising avenue for extending the current understanding.

In conclusion, this research lays a foundational framework for understanding effective content marketing strategies within digital businesses, underscoring the necessity of a comprehensive approach that integrates multiple marketing elements. It highlights the importance of considering both individual and combined impacts of content quality, promotions, influencer partnerships, viral marketing, and livestreaming to optimize consumer purchase intention. These findings offer significant implications for both academic inquiry and practical application, guiding future efforts to adapt marketing strategies in the dynamic digital commerce landscape.

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