



## Digital Content Marketing Strategy and Good Attitude toward the Brand: Evidence from Online Shopping in Four Northern Provinces of Thailand

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### Abstract

The objective of this study was to investigate the influence of digital content marketing strategy on a positive attitude toward the brand. The digital content marketing strategy consisted of three dimensions: digital channel diversity, digital form identification, and providing valuable information and experiences. Data for analysis were collected through a survey of 554 consumers who regularly shopped online in the upper northern region of Thailand, specifically in the four provinces of Chiang Mai, Chiang Rai, Lampang, and Phayao. Multiple regression analysis was employed for hypothesis testing. The results indicated that the three dimensions of digital content marketing strategy were significantly and positively related to a positive attitude toward the brand. Theoretical and managerial contributions, along with recommendations for future research, were also discussed.

**Keywords:** Digital Content Marketing Strategy, Good Attitude toward the Brand, Online Shopping, Four Northern Provinces of Thailand

### Introduction

In the age of technology and the Internet, being modern, user-friendly, and affordable is essential. Alongside the development of convenient, fast, and low-cost logistics systems, comprehensive and thorough services are crucial. This includes a fast and secure payment system that facilitates easier communication between buyers and sellers. Based on the findings of the Transforming Southeast Asia–From Discovery to Delivery survey conducted by Lazada in 2022, which aimed to analyze online shopper behavior, a total of 38,138 consumers across Southeast Asia were surveyed, encompassing various genders, age groups, and income levels. Out of the respondents, 2,923 were exclusively Thai consumers. The survey revealed intriguing information about the e-commerce market in Thailand. In 2022, the market was valued at 560,000 million baht, and it is projected to reach 600,000 million baht in 2023, indicating a growth rate of 13%. Furthermore, by 2025, Thailand is anticipated to witness an increase of 43.5 million online shoppers



(Thamonton Jang, 2023). Consequently, business competition has intensified. New traders emerge daily, fostering a highly competitive market in terms of product delivery speed, service communication speed, and prompt resolution of customer issues. This competition extends to brand building and promotional activities aimed at capturing customers. These changes in consumer behavior are primarily driven by technological advancements, especially during the subsiding of the COVID-19 pandemic, which has ushered in the "New normal" era. Nowadays, most consumers have become accustomed to using online media in their daily lives, with online product searches and financial transactions becoming routine from the comfort of their homes. As consumer behavior continues to evolve, sellers must devise unique strategies to attract customers and outperform their competitors, aligning with the emerging needs and preferences of consumers. This trend of competition is not limited to Thailand; it is a global phenomenon.

In Thailand, the study of consumer behavior primarily focuses on factors influencing purchasing decisions. These factors include marketing elements such as product, price, distribution channels, and promotional activities, as well as personal factors, economic conditions, technology, laws and regulations, and consumer attitudes. However, existing research tends to analyze the weight of these factors rather than providing explanations for the underlying causes. For instance, while surveys indicate that prices affect purchasing decisions, they often fail to delve into the specific reasons behind this influence. It is important to recognize that the impact of price on purchase decisions varies depending on the product or service, making it necessary to explore the efficiency and effects of marketing strategies and their interconnectedness with other factors. Unfortunately, studies in this area remain limited, particularly regarding innovative marketing strategies and competition within the Thai market.

In the digital age, entrepreneurs frequently employ digital content marketing strategies due to their effectiveness. This approach involves creating content that precisely caters to the needs of the target audience and distinguishes itself from competitors. By reflecting the identity of the product, organization, or seller, such content adds value and generates interest and positive attitudes among consumers, thus incentivizing efficient product purchases. Additionally, high-quality content marketing helps garner attention and creates positive attitudes, motivation, and desires. The advantage lies in the fact that content marketing can achieve these outcomes with a relatively smaller budget compared to traditional methods. Social media communication, newsletters, videos, blog posts, images, and infographics are cost-effective and easily accessible marketing tools. Consequently, it is crucial to adapt to changing consumer behavior to meet future consumer needs. Providing customers with valuable information in the form of content and enabling two-way communication to understand how consumers perceive content and why they choose to engage or not is crucial for a company in creating successful content marketing (Savitha, Roopa, & Keerthana, 2023).

However, the theoretical and empirical aspects of content marketing toward customer value creation have been underexplored in research (Repovienė & Pažėraitė, 2023). Most of the existing research that has focused on content marketing strategies has produced inconsistent results, primarily due to



variations in contexts, markets, study durations, and sample populations. Consequently, there are noticeable gaps in the understanding of these strategies. Therefore, the purpose of this study is to recommend and evaluate new dimensions of digital content marketing strategies to examine their relationship on customer attitudes. The outcomes of this study will provide insights into the causes and effects associated with these strategies.

### **Research Objectives**

To examine the relationship between different dimensions of digital content marketing strategy (including digital channel diversity, digital form identification, and providing valuable information and experience) and good attitude toward the brand.

### **Literature Reviews and Hypotheses Development**

This study aims to investigate the effects of digital content marketing strategy on Actual Purchases. The theory of planned behavior (TPB) is applied to explain how individuals' intentions to perform a specific behavior are influenced by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. These factors, in turn, influence actual behavior (Ferdous, 2010). TPB is one of the most frequently used theories in social marketing (Lefebvre, 2001). In the context of content marketing and actual purchase, the theory suggests that the content presented through marketing efforts can influence consumers' attitudes toward the behavior of making a purchase. If the content is persuasive, informative, and engaging, it can positively shape consumers' attitudes toward the product or brand, thereby increasing the likelihood of purchase. TPB theory is crucial in content marketing to influence purchase decisions, intentions, and actual purchase actions.

Ismail and Mokhtar (2016) synthesized findings from multiple research studies regarding the relationship between attitude and behavior, revealing that attitude can exert its influence on behavior through intention. Previous studies have demonstrated that an individual's assessment or actions, whether positive or negative, are based on personal factors that shape attitudes toward actual purchase decisions (Ahmad & Juhdi, 2008; Conner, Kirk, Cade, & Barrett, 2003). Consequently, attitude is recognized as a crucial factor that can shape an individual's beliefs toward products and ultimately impact their behavioral choices (Chaniotakis & Lymperopoulos, 2009; Haque, Rahman, & Haque, 2011) with any changes in attitude likely to affect behavior (Ajzen & Fishbein, 2005). Individual attitudes toward products are influenced by cognitive constructs as well as various emotional factors (Mihaela-Roxana & Yoon, 2010). The conceptual model presents the aforementioned relationships, as shown in Figure 1.

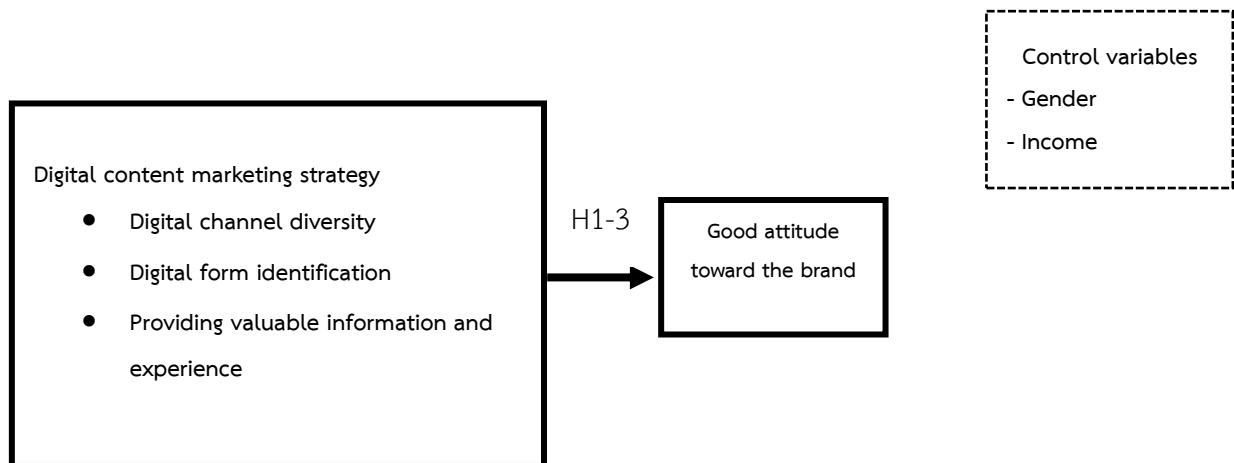


Figure 1 The relationship model of digital content marketing strategy and good attitude toward the brand

### Digital Content Marketing Strategy (DCM)

Content marketing is the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers (Pulizzi & Barrett, 2008). Content marketing is a strategy focused on creating a valuable experience (Rose & Pulizzi, 2011). However, the definition proposed by the Content Marketing Institute for this new concept is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action. Thus, in summary, content marketing is focused on providing consumer value (Vinerean, 2017). Content marketing has been recognized as an integral component of digital inbound marketing (Opreana & Vinerean, 2015), aiming to attract potential customers, retain existing ones, and convert aspiring consumers into advocates. This is achieved through the creation of diverse forms of valuable content that prospects perceive as beneficial and utilize to gain further knowledge or engage with marketing offers by accessing websites or initiating contact. Digital marketing uses contemporary digital channels to establish and foster enhanced connections with customers (Royle & Laing, 2014). Brands and companies can communicate brand stories on various online platforms that aid in achieving business goals related to customer conversion, acquisition, or retention, brand visibility, and value (Vinerean, 2017).

Therefore, this study on digital content marketing strategy refers to the strategic approach of creating and distributing valuable, relevant, and engaging content to attract and retain a target audience online. It involves using various digital channels, such as websites, blogs, social media platforms, email marketing, and more, to deliver content that educates, entertains, or solves problems for the audience. Recent research has highlighted content marketing's role in fostering consumer engagement, trust, and value (Hollebeek & Macky, 2019). Digital content marketing leverages various online channels to establish and enhance connections with customers (Taiminen & Ranaweera, 2019). The goal of digital content marketing is to build brand awareness, drive website traffic, generate leads, and ultimately convert



prospects into customers. Digital content marketing is a technique of distributing and disseminating useful information to the target audience over the internet. Through digital content marketing, businesses can communicate with present and potential customers using search engines, email, and social media. Digital content marketing relies on providing valuable information and experiences to the audience rather than directly promoting products or services. By establishing credibility, trust, and authority through valuable content, businesses aim to attract and engage their target audience, nurture relationships, and ultimately drive conversions and business growth, which consists of three newly proposed dimensions including Digital Channel Diversity, Digital Form Identification, and providing valuable information and experience. Each dimension of digital content marketing strategy can be explained as follows.

### Digital Channel Diversity (DCD)

Digital channel diversity refers to the various online platforms and communication channels through which businesses or organizations distribute their digital content or engage with their target audience. Moreover, Stojković, Lovreća, & Bogetić (2016) defines multi-channel marketing as a situation in which "a company uses two or more marketing channels to reach one or more market segments". Digital channels can include websites, social media platforms, email marketing, mobile applications, search engines, online advertising, and other digital platforms that facilitate the exchange of information, products, or services in a digital format (Chaffey & Ellis-Chadwick, 2019).

In the present era, the Internet has revolutionized opportunities for businesses to harness the power of digital marketing. Through the utilization of diverse digital marketing channels, organizations can not only promote their products and services online but also expand their customer base (Al-Azzam & Al-Mizeed, 2021). Currently, digital marketing possesses significant potential for future growth as customers increasingly favor online shopping and perceive digital marketing as a safer alternative to traditional marketing methods (Alzyoud, 2018). The design of digital channels needs to evoke positive responses, satisfaction, and pleasurable experiences over a period of time, informing the emotional experience created. The studies of Ahmed, Vveinhardt & Streimikiene (2017) revealed that mobile marketing, social media marketing, and email marketing channels have a direct and significantly positive impact on brand awareness. However, companies that neglect to employ digital strategies may risk losing a significant portion of their customer base. One of the key factors driving the rapid growth of digital and social media marketing is the ability to measure outcomes, particularly in comparison to traditional media (Cole, Denardin, & Clow, 2017). The design of digital channels plays a crucial role in evoking positive responses and creating satisfying customer experiences (McLean, Osei-Frimpong, Al-Nabhani, & Marriott, 2020). It is crucial for businesses to comprehend the multitude of digital and social media channels available for expanding their operations (Cole, et al., 2017). Therefore, the hypothesis is proposed:



*Hypothesis 1: There is a positive relationship between digital channel diversity and good attitude toward the Brand.*

### Digital form Identification (DFI)

Digital Form Identification refers to a business's ability to select appropriate digital formats for their target audience. Content can be presented in various forms, including articles, videos, infographics, and social media posts (Wang, Huang, & Lin, 2020). This content is usually customized to cater to the specific requirements and preferences of the target audience and is often optimized for search engines to enhance visibility and expand reach.

Content marketing is a crucial component of any marketing strategy, and it manifests in various forms and formats. Whether it's blog posts, infographics, videos, podcasts, or more, the choices for content creation are vast. However, with such a wide range of options, it can be difficult to determine the most suitable form of content marketing for a business. Companies must delve into the different forms of content marketing and gain a comprehensive understanding of which one aligns best with their marketing objectives. Content marketing is any marketing format that involves the creation and sharing of media and publishing content in order to attract and retain customers. The information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, etc. (Świeczak, 2016). Prepared content shall be shareable, easy to understand, incentive, easily accessible, absorbing (Andac, Akbiyik, & Karkar, 2016).

Recent research has emphasized the importance of tailoring content forms to specific marketing objectives and target audiences (Lou & Yuan, 2019). For instance, visual content such as infographics and videos have been found to be positively associated with product branding and increasing engagement (Kim & Yang, 2019). Moreover, posts with easily readable text, longer length (more than 31 words or 321 characters), and multiple hashtags tend to generate higher engagement and awareness levels (Gkikas, Tzafilkou, Theodoridis, Garpis, & Gkikas, 2022). The emotional response generated from customer interactions with a company can give rise to a meaningful experience across various channels, subsequently influencing both their behavior and cognitive thoughts. Over time, these experiences shape attitudes, behaviors, and the overall perception of the experience, forging positive emotional connections with the company. Particularly, memorable positive experiences foster favorable behaviors toward the company and, in turn, cultivate customer loyalty. Thus, digital form identification tends to positively to a good attitude toward the brand. Therefore,

*Hypothesis 2: There is a positive relationship between digital form identification and good attitude toward the brand.*



### Providing Valuable Information and Experience (PIE)

Providing valuable information and experience is defined as the strategic approach of delivering relevant and helpful information to consumers while creating engaging experiences. Recent studies have shown a positive relationship between the quality of information provided by brands and consumer trust and perceived value (Filiari, McLeay, Tsui, & Lin, 2018). When consumers have access to relevant, accurate, and persuasive information, it influences their perception, beliefs, and evaluations, which ultimately shape their attitude. Consumers rely on information to form opinions, make decisions, and assess the value and quality of offerings. The information can come from various sources, such as advertising, reviews, recommendations, product descriptions, and personal experiences. It helps consumers understand the features, benefits, and value proposition of a product or service.

Several studies have explored the relationship between information and consumer attitude. For example, research by Chen and Xie (2008) examined the impact of information quality on consumer attitude toward online shopping. They found that higher-quality information positively influenced consumers' attitudes, leading to greater trust and purchase intention. Another study by Alba and Hutchinson (1987) investigated the role of information in shaping consumer attitudes toward brands. They discovered that consumers who had more detailed and accurate information about a brand tended to have more positive attitudes and were more likely to develop brand loyalty.

Companies utilize brands as signals or symbols to convey information regarding the quality of their products or services to both consumers and other firms (Rao, Qu, & Ruekert, 1999). For these signals to have an impact on consumers, they need to be trustworthy and credible (Tirole, 1988). The brand's credibility plays a crucial role in establishing these signals and enhancing the persuasive power of communication. The findings of Sheeraz, Khattak, Mahmood, and Iqbal (2016) suggest that brand credibility is helpful to increase the attitude toward brand and as a result attitude toward brand affects purchase intentions of consumers. Moreover, Ha and Perks (2005) found that the quality of information provided by a brand significantly impacts consumer trust and perceived value, leading to a positive attitude toward the brand. As well as the results of Hennig-Thurau, Gwinner, Walsh, and Gremler (2002) demonstrated that providing valuable information in online reviews and content significantly enhances consumer trust and loyalty. Research by Bigne, Chatzipanagiotou, and Ruiz (2020) found that providing valuable content in digital marketing positively influences consumer attitudes towards brands. Similarly, Liu, Shin and Burns (2019) demonstrated a positive association between informative social media content and brand trust. Thus, providing valuable information and experience is positively related to good attitude toward the brand. Therefore,

*Hypothesis 3: There is a positive relationship between providing valuable information and experience and good attitude toward the brand.*



### **Good Attitude toward the Brand (GAB)**

Good attitude toward the brand is defined as a positive evaluation of the brand by the consumer. Recent research has consistently demonstrated a positive relationship between brand attitudes and consumer behavior (Punyatoya, 2019). Moreover, Phelps and Hoy (1996) said that Attitude Toward Brand is defined as a predisposition to respond in a favorable or unfavorable manner to a particular brand after the advertising stimulus has been shown to the individual". Shimp (1981) suggests that attitude can be favorable or unfavorable and it is helpful to build up favorable and positive attitude toward the brand. Furthermore, Attitude toward Brand refers to consumer propensity to assess the brand, on the basis of previous experiences, available information and environment influences (Sheeraz et al., 2016)

In this study, good attitude toward the brand is defined as a positive evaluation of the brand by the consumer, which is formed through their past experiences, the information available to them, and the influences of the marketing environment. Previous research has consistently demonstrated that attitude can shape behavior through intention. Consequently, attitude is regarded as a crucial factor that can influence individual beliefs regarding products and, ultimately, their behavioral choices (Chaniotakis & Lympelopoulou, 2009; Haque et al., 2011, with any changes in attitude likely to impact behavior (Ajzen & Fishbein, 2005). Moreover, studies have shown that individuals' assessments or actions, whether positive or negative, are influenced by personal factors that shape their attitudes toward actual purchases (Ahmad & Juhdi, 2008).

## **Research Methodology**

### **Population**

The population used in this study consists of consumers who regularly shop online in Thailand. There are 42 million online shoppers, accounting for 71% of the 59 million internet users in Thailand (Eukeik.ee, 2021). These individuals serve as suitable samples for the study as their behavior encompasses various forms of online purchasing. Their experiences hold valuable insights that can provide meaningful answers. In the upper Northern region of Thailand, four provinces - Chiang Mai, Chiang Rai, Lampang, and Phayao - stand out due to their higher population. A significant portion of the inhabitants in these provinces are proficient users of social media, and they actively participate in prominent online social groups within their respective regions. Consequently, conducting online surveys through questionnaires is a well-suited approach for data collection in these areas.

### **Sample Selection**

Since the questionnaire used as a data collection tool employs a 5-level Likert scale, it is necessary to determine an appropriate sample size for the study. The researcher has chosen a method for calculating the sample size using the online tool provided by [www.surveymonkey.com](http://www.surveymonkey.com), which is widely



recognized for its surveys, business research, marketing, education, consumer behavior, health studies, and in-depth analytics capabilities.

The sampling method used in this study is stratified random sampling. This method was chosen because it allows for the division of the population into subgroups (strata) based on relevant characteristics, such as geographic location within the four upper Northern provinces of Thailand. From each stratum, participants were then randomly selected, ensuring a representative sample from each area.

The sample size was calculated using SurveyMonkey's sample size calculator, which employs statistical formulas that consider the population size, confidence level, and margin of error. For a population greater than 1,000,000 people, with a confidence level of 95% and a margin of error of 5%, the calculator determined that a minimum sample size of 385 is required to ensure statistical significance.

This approach to sample size determination is widely accepted by academics and businesses worldwide due to its statistical rigor and reliability. The stratified random sampling method, combined with the calculated sample size, helps ensure that the study results will be representative of the larger population and statistically valid.

### **Data Collection**

This online questionnaire was used to collect data through various applications such as email, Facebook, and Line. Data collection for the online questionnaire took place over 1 month, from November 1 to November 30, 2023. A total of 690 questionnaires were sent, of which 114 were returned due to invalid email addresses, resulting in 576 questionnaires received. After checking the completeness of the questionnaires, it was found that 22 were incomplete, leaving 554 complete questionnaires for further analysis. To examine potential non-response bias and identify any issues related to non-response errors, the evaluation and investigation of non-response bias focused on comparing the first and second-wave data, following the recommendation of Armstrong and Overton (1977). There were no statistically significant differences between the first and second groups at a 95% confidence level as gender ( $t = 0.17, p > .05$ ), age ( $t = 0.13, p > .05$ ), and income ( $t = 0.15, p > .05$ ). In this regard, neither procedure showed significant differences. Accordingly, this study can appropriately use the samples of this for testing the research relationships and approving the research results.

### **Measurement Model**

The questionnaire was developed from prior studies and related fields. The measurement variable of each construct in the conceptual framework was operated by the new scale, based on its definitions and the adaptation or development from the relevant literature, and using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to express the degree of the item. Each variable was measured by the 5-item scale which explains as follows.



### Independent Variables

*Digital channel diversity* is measured by assessing the number of digital channels utilized by consumers for shopping, the type of communication channels employed by businesses, user-friendliness and accessibility of these channels, as well as associated costs and fees.

*Digital form identification* is measured by examining the preferred digital formats consumers use for shopping, watching, studying, and their preferences across various options such as articles, blog posts, videos, infographics, podcasts, e-books, whitepapers, case studies, webinars, and social media posts.

*Providing valuable information and experience* is measured by capturing consumer opinions regarding business strategies that aim to deliver product satisfaction, enhance product image, ensure product quality and usability, build confidence and acceptance of the brand through content marketing. This includes factors like beauty, durability, safety, taste, uniqueness, and value for money or time.

### Dependent Variable

*Good attitude toward the brand* is measured by evaluating consumer responses concerning the perceived value of the received product or service. This includes indicators such as liking, recall, protection of the product's reputation, and positive word-of-mouth.

### Control Variables

*Gender*: Previous business studies have consistently shown that male consumers engage in more online purchases and spend more money online compared to females. They are also equally or more likely to continue shopping online in the future and hold a favorable attitude towards online shopping. On the other hand, women tend to exhibit higher levels of web apprehensiveness and are more skeptical of e-business compared to men (Stafford, Turan, & Raisinghani, 2004). These findings suggest that gender can have an impact on online consumer behavior. Therefore, to minimize the potential influence of gender on the study's variables, it is considered a control variable.

*Income*: The study conducted by Bagchi and Mahmood (2004) revealed a positive relationship between income and the tendency to engage in online shopping. These results suggest that consumers' income levels may influence their perception of information and their likelihood of making online purchases. To ensure that the effects of other variables are not confounded by income, it is treated as a control variable in this study.

As aforementioned, the measurements of these constructs were self-developed, based on their definitions, and adapted or developed from existing literature. A summary of the measurements for all variables is shown in Table 1.



**Table 1** A summary of measurements of all variables

Variables	Items	References
Digital channel diversify	5	Chaffey and Ellis-Chadwick (2019)
Digital form identification	4	Gkikas et al. (2022)
Providing information and experience	5	Chen and Xie (2008)
Good attitude toward the brand	5	Phelps and Hoy, (1996); Mihaela-Roxana and Yoon, (2010)

### Construct Validity and Reliability

After confirming that exploratory factor analysis of the scale items yields the expected construct solutions, the current study proceeds with a confirmatory factor analysis to assess the construct validity and reliability of the measures, following the approach of Gerbing and Anderson (1988). The estimation results of the measurement model, including factor loadings and composite reliability for each construct, are presented in Table 2.

**Table 2** Results of measure validation and reliability

Variables	Factor loadings	Item-total correlation	Cronbach's alpha
Digital channel diversify (DCD)	0.73-0.94	0.59-0.86	0.87
Digital form identification (DFI)	0.87-0.93	0.78-0.89	0.78
Providing information and experience (PIE)	0.75-0.96	0.63-0.96	0.93
Good attitude toward the brand (GAB)	0.74-0.94	0.61-0.90	0.89

To begin with, a confirmatory factor analysis was performed to explore the relationships among numerous items and to see if they could be simplified into fewer factors, in line with the methodologies of Bagozzi, Yi, and Phillips (1991) and Nunnally and Bernstein (1994). The analysis yielded factor loadings all above the threshold of 0.40, which were statistically significant.

Next, the study gauged discriminant ability through item-total correlations, adopting Churchill's (1979) method, with all item-total correlations exceeding the minimum criterion of 0.30, confirming scale validity.

Lastly, measurement reliability was assessed using Cronbach's alpha coefficients, following the guidelines by Nunnally and Bernstein (1994). With Cronbach's alpha values surpassing 0.70, the scale's reliability is affirmed.



Consequently, significant factor loadings for each construct were observed, affirming convergent validity. Additionally, the research confirmed each construct's reliability through composite reliability. Thus, the internal consistency of all measures indicates they are valid and reliable for subsequent analyses in this study.

### Statistics Used in Analysis.

Statistical analysis for this study is a multiple regression analysis, which is the appropriate statistic for the analysis of hypothesis testing. It was tested for the assumptions before the data was used for the multiple regression analysis (Hair, Black, Babin, & Anderson, 2010). The raw data was checked for the baseline data for the regression analysis before being used in the analysis to test hypotheses, which are basic terms. Inspected include normal distribution measurement, relationship problems between independent variables, relationship problems between independent variables and dependent variables, and linear relationship problems. The results of the examination found that the various values are accepted. So, all the hypotheses have evolved from the literature review as described in the beginning. It has been converted into the form of a statistical equation as follows:

$$GAB = \alpha_{01} + \beta_1 DCD + \beta_2 DFI + \beta_3 PIE + \beta_4 GEN + \beta_5 INC + \epsilon_1$$

### Results

Table 3 displays the descriptive statistics and correlation matrix for all the variables examined. The possibility of multicollinearity, which occurs when the inter-correlation among predictor variables exceeds 0.80, indicating a strong relationship as noted by Hair et al. (2010), was considered. However, the correlations in this study range from 0.29 to 0.66 at the  $p < 0.01$  significance level, allowing for the testing of potential relationships in the conceptual model. Additionally, variance inflation factors (VIFs) were calculated to assess the impact of non-orthogonality among independent variables on standard errors. The VIFs, ranging from 1.35 to 2.03 are significantly below the threshold of 10, as recommended by Neter, Wasserman, and Kutner (1985), indicating no significant correlation among the independent variables. Consequently, this study does not encounter serious multicollinearity issues.

**Table 3** Descriptive statistics and correlation matrix

Variables	DCD	DFI	PIE	GAB
Mean	4.15	4.19	4.14	4.13
Standard deviation	0.60	0.56	0.52	0.57



Variables	DCD	DFI	PIE	GAB
Digital channel diversify (DCD)	1			
Digital form identification (DFI)	0.63***	1		
Providing information and experience (PIE)	0.52***	0.61***	1	
Good attitude toward the brand (GAB)	0.55***	0.66***	0.61***	1

\*\*\*p<.01

Table 4 shows the results of the multiple regression analysis of the relationships among digital channel diversity, digital form identification, providing information and experience, and good attitude toward the brand. Firstly, digital channel diversity demonstrates a significant positive relationship with good attitude toward the brand ( $b = 0.148$ ,  $p < 0.01$ ). Therefore, Hypothesis 1 is supported. Secondly, digital form identification exhibits a significant positive relationship with good attitude toward the brand ( $b = 0.395$ ,  $p < 0.01$ ). Therefore, Hypothesis 2 is supported. Finally, providing information and experience shows a significant positive relationship with good attitude toward the brand ( $b = 0.318$ ,  $p < 0.01$ ). Therefore, Hypothesis 3 is supported.

**Table 4:** Results of multiple regression analysis of digital channel diversify, digital form identification, providing information and experience, and good attitude toward the brand

Model	Independent variables	Dependent variables (Good attitude toward the brand: GAB)				
		B	Std.Error	Beta	t	p-value
1	Constant	0.483	0.162	-	2.974	0.003
	Digital channel diversify (DCD)	0.148	0.037	0.156	3.980	0.000***
	Digital form identification (DFI)	0.395	0.043	0.389	9.242	0.000***
	Providing information and experience (PIE)	0.318	0.042	0.292	7.633	0.000***
	Gender (GEN)	0.069	0.044	0.053	1.559	0.120
	Income (ICM)	0.127	0.040	0.024	0.683	0.495

Durbin-watson = 1.584, R = .724, R<sup>2</sup> = .524, F = 120.605, Sig. of F = .000, \*\*\*p<.01

## Discussion

The results of this study reveal several significant relationships between the dimensions of digital content marketing strategy and good attitude toward the brand, as well as between good attitude toward the brand and actual purchase.



Digital channel diversity shows a positive relationship with good attitude toward the brand ( $b = 0.148, p < 0.01$ ). This finding aligns with previous research by Ahmed, Vveinhardt, & Streimikiene (2017), which found that various digital marketing channels, including mobile marketing, social media marketing, and email marketing, positively impact brand awareness. The positive relationship observed in this study suggests that utilizing diverse digital channels may contribute to developing favorable brand attitudes among consumers.

Digital form identification demonstrates a strong positive relationship with good attitude toward the brand ( $b = 0.395, p < 0.01$ ). This result is consistent with the findings of Gkikas et al. (2022), who noted that different digital forms, such as e-marketing and infographics, are effective for product branding and advertising. The strong relationship observed in this study indicates that appropriate selection of digital content forms may play a crucial role in shaping consumers' attitudes toward brands.

Providing information and experience also shows a positive relationship with good attitude toward the brand ( $b = 0.318, p < 0.01$ ). This finding is in line with previous research by Sheeraz et al. (2016), which suggested that brand credibility, often established through information provision, helps increase positive attitudes toward brands. Similarly, Ha and Perks (2005) found that the quality of information provided by a brand significantly impacts consumer trust and perceived value, leading to positive brand attitudes.

These results collectively suggest that digital content marketing strategy, through its various dimensions, plays a significant role in shaping consumers' attitudes toward brands. The findings provide empirical support for the importance of digital channel diversity, appropriate digital form identification, and the provision of valuable information and experiences in digital marketing efforts.

## Conclusion

The digital content marketing strategy emphasizes the importance of digital channels, content forms, and reliable information in creating high-quality content. This study examined the relationships between different dimensions of digital content marketing strategy and their associations with good attitude toward the brand. The research, based on a sample of 554 consumers in Thailand, yielded several significant findings.

The results indicate positive relationships between all three dimensions of digital content marketing strategy and good attitude toward the brand. Specifically:

1. Digital channel diversity shows a positive relationship with good attitude toward the brand ( $b = 0.148, p < 0.01$ ).
2. Digital form identification demonstrates a strong positive relationship with good attitude toward the brand ( $b = 0.395, p < 0.01$ ).



3. Providing valuable information and experience exhibits a positive relationship with good attitude toward the brand ( $b = 0.318, p < 0.01$ ).

These findings underscore the importance of diverse digital channels, appropriate content forms, and valuable information in shaping consumer attitudes towards brands, which in turn relates to actual purchasing behavior. The results suggest that content creators should focus on ensuring accuracy, relevance, clarity, engagement, uniqueness, utility, and visual appeal in their digital content to effectively deliver their intended message and provide value to the target audience. While this study collected data from consumer perspectives, the insights gained are valuable for organizational executives. They highlight the need for supporting organizational resources, paying attention to digital content strategies, and developing guidelines for creating valuable information.

For future research, it is recommended to conduct more extensive literature reviews related to digital content marketing strategy and consider collecting data from business or industry perspectives to provide a more comprehensive view of the subject.

### **Contributions and directions for future research**

#### **Theoretical contributions**

This paper aims to contribute to the existing knowledge on the significance of the relationship between information and consumer attitude. The theory of planned behavior (TPB) is employed to elucidate the impact of individuals' intentions on specific behaviors. The findings affirm that higher-quality and valuable information exerts a positive influence on consumers' attitudes, consequently fostering a favorable attitude toward the brand. Notably, the study expands the understanding of three novel dimensions of digital content marketing strategy, shedding light on the role of information in shaping consumer attitudes toward brands. It is observed that consumers who possess more detailed and accurate brand information tend to exhibit more positive attitudes and are more likely to develop brand loyalty. Similarly, brand credibility plays a significant role in enhancing attitudes toward the brand. Overall, these findings confirm the applicability of TPB in explaining the formation of attitudes toward the brand. While the study validates one factor of TPB, namely attitudes toward the behavior, further investigation is required to explore the relationship between good attitude toward the brand with respect to the remaining two factors of TPB in future research.

#### **Managerial implications**

The results of this study provide practical managerial guidance for the development and implementation of customer-centric digital content marketing (DCM) strategies. Importantly, these findings shed light on the factors that influence consumer attitudes from a strategic perspective, capturing the behavior and response of DCM while considering the latest digital channels, digital forms, and valuable content.



To guide customer-centric DCM, we propose three key dimensions. Firstly, digital channel diversification serves as the foundation of DCM. Therefore, companies should utilize various channels to reach all customer segments. It is important to recognize that customers differ in terms of geography and demographics. By employing technology, firms can map out the broader customer journeys and track customer engagement at different stages of the journey.

Secondly, the selection of digital forms should be tailored to consumer behaviors. In Thailand, for instance, consumers tend to prefer social media platforms such as YouTube, Facebook, Line, TikTok, and Instagram. The impact of these applications on consumer response varies based on factors such as gender, age, income, and education. Hence, companies should choose digital channels based on their target audience.

Lastly, the creation of a valuable content portfolio should aim to assist buyer personas in framing their business problems, support their problem-solving efforts throughout the customer journey, and facilitate progress along their journeys through synergistic content pathways. By focusing on these three dimensions, companies can develop effective DCM strategies that resonate with customers and drive engagement.

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