



The Impact of Digital Content Marketing on Brand Equity and Purchase Intention: A Study of Green Food Packaging in Thailand

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Received: 10 December 2025

Accepted: 27 March 2026

DOI: <https://doi.org/10.32479/irmm.23133>

ABSTRACT

The shifting consumer preference towards eco-friendly packaging and rising awareness regarding the negative effects of traditional packaging on the environment is augmenting the demand for the green packaging. This research aims to reveal the effect of green packaging of food products, which is communicated through digital content marketing activities on social media, which further affects the brand and purchase intention. The research emphasizes the concepts of digital content marketing, customer-based brand equity, and purchase intention. This study assessed the effect of digital content marketing (DCM) of food products with green packaging on customer-based brand equity's dimensions, including brand awareness (BA), brand image (BI), and brand loyalty (BL); and then the effect of DCM on the purchase intention (PI) among Gen Y consumers in Thailand. The study also assessed the interrelation among the customer-based brand equity's dimensions (BA, BI, and BL) and their effects on the purchase intention (PI). This quantitative research gathered data from 500 respondents who were Gen Y consumers (23-43 years old) in Thailand through an online questionnaire survey on Google Forms. Statistical software was applied for conducting the Structural Equations Modelling (SEM). SEM analysis is based on a two-step approach comprising of Measurement Model Assessment and Structural Model Assessment. The results revealed the effect of DCM on BA which was positive and significant in this study. The results revealed that there was no effect of DCM on BI and BL in this study. The results also revealed that the effect of DCM on PI was positive but insignificant in this study. The results revealed that only the effect of BI on BL was significant in this study, with a positive effect. In addition, the results revealed that the effect of BI on PI was positive and significant in this study. It is recommended that the quality of content plays a significant role in creating a brand image, which in turn will have more positive effect on consumer buying intention. Creative content about the brand's CSR activities and environmental campaigns should be used on social media.

Keywords: Digital Content Marketing, Green packaging, Brand Equity, Brand Awareness, Brand Image, Brand Loyalty, Purchase Decision

JEL Classifications: M31, M37, Q56

1. INTRODUCTION

The impact of global warming and climate change around the world is a threat to ecosystems, food, water resources, human activities and public safety (Rossati, 2017). The main cause of global warming is the release of greenhouse gas, especially carbon dioxide, which is directly released or indirectly by human activities. Green products have the least impact on the environment

throughout their life cycle, from production to elimination. In general, it is made using sustainable materials and processes. Designed to be energy and often includes pollution. Green products are determined to preserve resources, reduce carbon dioxide emissions and promote environmental sustainability (Kumar, 2020). The objective is to increase the intention of buying green products according to TRA and Hussein confirms that the SMMA marketing activity (SMMA) positive and has a huge impact on

the intention of consumer's purchase. Similarly, Sherwani and the group show that Millennials's green values have an influence on the intention to buy green products. They also found that increasing environmental concerns among students in the university leads to a good attitude towards green products, which will increase the need for the purchase of such products (Sherwani, 2021).

Product packaging plays a critical role in consumerism, serving essential functional and branding purposes. It conveys product attributes, enhances appeal, and strengthens brand identity. However, as sustainability concerns grow, consumers increasingly reject packaged products that contribute to resource depletion and pollution, prompting companies to integrate environmental considerations into packaging design (Hao et al., 2018). Sustainable marketing, which prioritizes long-term customer relationships and environmental benefits, has reshaped the marketing landscape. Peattie and Belz (2010) proposed the 4C's framework—Customer solution, Cost, Convenience, and Communication—to align marketing strategies with sustainability goals, fostering innovation and competitive advantage.

Green packaging, a key outcome of this shift, supports environmental protection and appeals to eco-conscious consumers. Younger generations, particularly Generation Y (born 1980-2000), exhibit strong environmental awareness and prefer eco-friendly products, often willing to pay a premium. This generation attributes climate change to human actions and expects businesses to adhere to ethical and environmental standards (Valaei and Nikhashemi, 2017). Their purchasing decisions are heavily influenced by social media, making digital content marketing a powerful tool for promoting sustainability and engaging this demographic (Bolton et al., 2013).

This study analyzes how green packaging and DCM on social media jointly influence brand perception and purchase intentions in Generation Y consumers.

2. LITERATURE REVIEW

2.1. The Relationship between DCM and Brand Equity

2.1.1. DCM and brand awareness

Kotler et al. (2017) proposed three fundamental marketing objectives: sales generation, brand establishment, and the enhancement of customer value. Marketing, whether in a traditional or digital context, remains responsible for managing profitable relationships with customers (Kotler et al., 2017). At its core, branding involves elevating something ordinary into a more valuable and significant entity (Kotler & Pfoertsch, 2006). In the modern era, Digital Content Marketing (DCM) plays a pivotal role in this transformation; it enhances brand awareness by enabling effective communication and consumer engagement across digital platforms (Aljumah et al., 2021; Ashley & Tuten, 2015). However, for brand building to be effective, content must resonate; Visconti and Van Laer (2016) warn that much online content goes unnoticed due to a lack of storytelling. When executed with high-quality storytelling and social media strategy, DCM strengthens brand equity and commitment through trust and recognition (Georgieva & Djoukanova, 2014; Barreda et al., 2015). Thus, this study posits Hypothesis 1a (H_{1a}): DCM significantly affects brand awareness.

2.1.2. DCM and brand image

Keller (2008) highlighted the role of marketing communications in building brand equity through positive consumer associations. Engaging consumers through DCM enhances brand perception by fostering consumer engagement, dialogue, and trendiness. Thus, this study posits Hypothesis 1b (H_{1b}): DCM significantly affects brand image.

2.1.3. DCM and brand loyalty

Erdogmus and Cicek (2012) found that DCM on social media significantly influences brand loyalty. DCM enables brands to share relevant content, launch campaigns, and maintain visibility across platforms. Additionally, DCM fosters customer engagement, strengthening brand loyalty. Thus, this study posits Hypothesis 1c (H_{1c}): DCM significantly affects brand loyalty.

2.1.4. The relationship between DCM and purchase intention

Consumers prioritize brand quality information before purchasing, often relying on vloggers' reviews often guiding product selection (Kim, 2017). Effective marketing strategies combine content, design, and execution to influence target markets (Ashley and Tuten, 2015). High-quality content is critical in shaping purchase decisions (Puro, 2013), as DCM fosters customer-brand relationships and impacts purchasing choices. Studies confirm DCM's role in enhancing purchase intentions, raising awareness, and leveraging customer reviews (Ahmad and Ilkay, 2019). Additionally, DCM influences consumers across demographics (Yaqubi and Ilkay, 2019) and enhances brand engagement. Thus, this study posits Hypothesis 2 (H_2): DCM significantly affects purchase intention.

2.2. The Relationship between Brand Equity and Purchase Intention

2.2.1. Brand awareness and purchase intention

Brand awareness influences consumer decision-making by justifying brand consideration and shaping purchasing incentives (Keller, 2008). It creates the cognitive presence of a brand, influencing familiarity and experience-based decision-making (Aaker, 1996). A brand holds no market value without consumer recognition and willingness to purchase (Kotler and Keller, 2016). Repeated purchases enhance awareness and loyalty, fostering a competitive edge. Social media further promotes brand awareness, driving purchase behavior (Evans, 2008). Hence, this study posits Hypothesis 3a (H_{3a}): Brand awareness significantly affects purchase intention.

2.2.2. Brand image and purchase intention

Brand image significantly influences purchase intentions, as positive perceptions enhance consumers' evaluations of quality and value. A strong brand image fosters consumer interest and embeds the brand in their memory, increasing purchase likelihood (Kotler and Keller, 2016). Products with solid brand images are perceived as higher quality compared to those with weaker images. Positive brand image, combined with product quality, boosts consumer confidence and reinforces purchase intentions (Razy and Lajevardi, 2015). Thus, this study posits Hypothesis 3b (H_{3b}): Brand image significantly affects purchase intention.

2.2.3. Brand loyalty and purchase intention

A strong brand fosters awareness, positively influencing purchase intentions (Macdonald & Sharp, 2000). Sustaining brand–consumer relationships is key to maintaining competitive advantage and enhancing loyalty toward both established and new brands (Malik et al., 2013). To achieve this, Pulizzi and Barrett (2009) emphasized that by fostering consumer engagement, it is anticipated that content marketing will result in favorable outcomes such as brand loyalty and purchase intention. Throughout this interaction, consumers derive value from branded content marketing exposure, which leads to enhanced brand loyalty and intentions for future patronage (Lou et al., 2019). Furthermore, Ewing (2000) noted that brand loyalty’s impact on purchase intentions is stronger for high-involvement products, with factors like income and social status moderating this relationship for low-involvement products. Hall et al. (2021) highlighted loyal customers’ consistent repurchase behavior, while Hameed and Kanwal (2018) confirmed a positive link between loyalty and purchase intentions. Hence, this study posits Hypothesis 3c (H_{3c}): Brand loyalty significantly affects purchase intention.

2.3. The Interrelationship between Brand Awareness, Brand Image, and Brand Loyalty

2.3.1. Brand awareness and brand image

Brand awareness, defined as consumers’ ability to recall a brand without explicit cues (Aaker, 1996), strengthens memory associations and fosters positive brand perceptions. Studies by Karam and Saydam (2015) highlight its significant correlation with brand image, influencing perceived quality and purchase intentions. Macdonald and Sharp (2000) further emphasize its role in shaping consumer attitudes and behaviors, particularly through social media engagement. Hence, this study posits Hypothesis 4a (H_{4a}): Brand awareness significantly affects brand image.

2.3.2. Brand awareness and brand loyalty

Brand awareness fosters positive consumer behavior and aligns with key brand equity components, including perceived quality, brand associations, and loyalty. Higher brand awareness enhances consumer confidence and loyalty, while lower awareness hinders market access. Increased awareness strengthens loyalty by enhancing trust and purchase intentions (Keller, 2008). Brand awareness influences consumer cognition and purchasing behavior, reinforcing loyalty (Mishra and Mishra, 2014). Hence, this study posits Hypothesis 4b (H_{4b}): Brand awareness significantly affects brand loyalty.

2.3.3. Brand image and brand loyalty

A favorable brand image fosters customer loyalty by enhancing satisfaction and repeat purchasing behaviors (Savitri et al., 2022). According to Bianchi and Pick (2011), a positive brand image strengthens loyalty, encouraging recommendations and repeat purchases, while negative perceptions diminish loyalty. Thus, this research posits Hypothesis 4c (H_{4c}): Brand image significantly affects brand loyalty. The hypothesized relationships are summarized into a conceptual framework, as illustrated in Figure 1 below.

3. RESEARCH METHODOLOGY

3.1. Populations and Samples

This study focused on Thai Generation Y consumers, aged 23-43, a group noted for their extensive social media use (Bolton et al., 2013). Hair et al. (2011) suggest that sample size should correlate with the number of parameters, recommending 5-10 respondents per parameter. As this study includes 21 parameters, an appropriate sample size ranges between 105 and 210 samples. However, sample size determination also adhered to Comrey and Lee’s (1992) inferential statistics guidelines, categorizing sizes below 50 as weak, 100 as weak, 200 as adequate, 300 as good, 500 as very good, and 1000 as excellent. Therefore, to increase the precision of research outcomes, a sample size of 500 respondents was selected. The researcher employed a non-probability non-probability sampling, specifically convenience sampling, selecting respondents based on accessibility and their willingness to participate within the designated timeframe.

3.2. Research Instruments

The online survey instrument was developed using Google Forms, with items modified from previous studies to align with the research parameters. Each survey item was structured as closed-ended question, utilizing a 5-point Likert scale and multiple-choice formats to collect demographic data. The measurement scales employed in this study and their sources include digital content marketing (Lin et al., 2020), brand awareness (Tong and Hawley, 2009), brand image (Bilgin, 2018), brand loyalty (Bilgin, 2018; Ebrahim, 2020), and purchase intention (Wang et al., 2011; Delgado-Ballester et al., 2003).

3.3. Reliability and Validity

Testing reliability testing was performed to ensure a Cronbach’s alpha of 0.6 or higher (Hair et al., 2011). Nonetheless, Cronbach’s alpha is often regarded as inadequate for structural equation

Table 1: Results of the measurement model (n=500)

Construct	Item	Loadings	CR	AVE	Cronbach’s alpha
Digital content marketing (DCM)	DCM1	0.704	0.837	0.507	0.658
	DCM2	0.638			
	DCM3	0.725			
	DCM4	0.736			
	DCM5	0.753			
Brand awareness (BA)	BA1	0.697	0.808	0.513	0.682
	BA2	0.734			
	BA3	0.726			
	BA4	0.708			
Brand image (BI)	BI1	0.671	0.839	0.511	0.701
	BI2	0.753			
	BI3	0.676			
	BI4	0.759			
	BI5	0.712			
Brand loyalty (BL)	BL1	0.672	0.808	0.514	0.640
	BL2	0.778			
	BL3	0.727			
	BL4	0.686			
Purchase intention (PI)	PI1	0.750	0.835	0.629	0.703
	PI2	0.881			
	PI3	0.741			

modeling (Bagozzi and Yi, 2012). Therefore, composite reliability (CR) was used to examine internal consistency, with the recommended cut-off of 0.7, according to Hair et al. (2011). Confirmatory factor analysis (CFA) was also employed to assess construct validity. CFA enhances statistical precision when evaluating hypothesis-driven instruments and aids in refining or validating sub-domains. A standardized factor loading threshold of 0.50 was applied. Furthermore, average variance extracted (AVE) served as a criterion for assessing measurement models (Bagozzi, 1991; Hair et al., 2011). It is generally advised that latent factors maintain an AVE of at least 0.5, as values below this threshold are deemed problematic (Fornell and Larcker, 1981). An AVE below 0.5 suggests that the latent factor explains less than half of the variance in observed variables, indicating a predominance of error (Hair et al., 2011). The results of the reliability and validity test are demonstrated in Table 1.

From Table 1, the results revealed factor loadings between 0.638 and 0.881, which is more than the acceptable value of 0.5 (Hair et al., 2011). The cut-off value of average variance extracted (AVE) is 0.5, in which the AVE for each construct is in the acceptable range of 0.507-0.629. The composite scale reliability (CR) for each construct is in the acceptable range of 0.808-0.839 with the CR's cut-off value of 0.7 (Hair et al., 2011), while the Cronbach's alpha is also in the acceptable range of 0.640-0.703 with the Cronbach's alpha's cut-off value of 0.6 (Hair et al., 2011). These implied that the measurement scales for the model were considered valid and reliable.

3.4. Data Analysis Methods

The data collected from 500 samples was inputted into Statistical software for the purpose of statistical data analysis. This process involved the categorization into two main components: descriptive statistics analysis, which aims to present the findings through frequency, percentage, mean, and standard deviation; and inferential statistics analysis, used for hypothesis testing. Furthermore, the utilization of Statistical software extended to the implementation of Structural Equations Modelling. This particular program offers a user-friendly graphical interface designed for visual SEM, featuring models with clear representations and path diagrams of high publication quality (Arbuckle, 2011). The SEM analysis follows a two-step approach as outlined by Henseler et al. (2009), which includes Measurement Model Assessment and Structural Model Assessment.

As shown in Figure 2, Structural equation modeling (SEM) is a potent statistical method utilized for examining the structural connections between measured variables and latent constructs. The procedure encompasses several stages, with emphasis placed on two pivotal phases, namely the assessment of the measurement model and the assessment of the structural model. For measurement model assessment, this particular stage is dedicated to the evaluation of the associations between observed variables (indicators) and their underlying latent constructs (factors). The primary objective is to ascertain the validity and reliability of the measurement model before scrutinizing the structural relationships among the constructs. For Structural Model Assessment, the subsequent step involves assessing the structural

Table 2: Descriptive results of environmental concerns

Environmental concerns	Mean	S.D.	Agreement
1. The government is not doing enough to help control pollution of the environment.	4.18	0.759	High
2. I am greatly concerned about the harm being done to plant and animal life by pollution.	3.97	0.836	High
3. I think that environmental pollution is a serious issue.	4.03	0.768	High
4. I would support environmentally friendly products.	4.05	0.754	High
Total	4.06	0.556	High

model, which includes scrutinizing the hypothesized relationships between latent constructs (Henseler et al., 2009).

4. FINDINGS

4.1. Gen Y and Level of Environmental Concerns

The descriptive results for the respondents' environmental concerns and the interpretations are shown in Table 2.

From Table 2, the results revealed that the respondents' environmental concerns was high (mean = 4.06, S.D. = 0.556). This implies that Gen Y groups are those with high levels of environmental concerns. The item with the highest level of agreement was "The government is not doing enough to help control pollution of the environment" (mean = 4.18, S.D. = 0.759), and the item with the lowest level of agreement was "I am greatly concerned about the harm being done to plant and animal life by pollution" (mean = 3.97, S.D. = 0.836).

4.2. Descriptive Results of Digital Content Marketing (DCM)

Digital content marketing (DMC) was measured through 5 items. The descriptive results for the variable and its constructs are shown in Table 3.

From Table 3, the results revealed that the visibility and interaction of respondents towards the Digital Content Marketing (DMC) of food products with green packaging was high (mean = 4.05, S.D. = 0.538). The item with the highest level of agreement was "The environmental policies and practices of producers offering food products with green packaging are provided to customers clearly and completely" (mean = 4.06, S.D. = 0.722), and the item with the lowest level of agreement was "With the content of green products on social media, I could find out creative solutions to environmental problems" (mean = 4.01, S.D. = 0.797).

4.3. Descriptive Results of Brand Awareness (BA)

Brand awareness (BA) was measured through 4 items. The descriptive results for the variable and its constructs are shown in Table 4.

From Table 4, the results revealed that brand awareness (BA) was high (mean = 4.00, S.D. = 0.559). This implies that brand awareness of green brands on social media was perceived as high. The item with the highest level of agreement was "I can quickly

Table 3: Descriptive results of descriptive results of digital content marketing (DCM)

Digital content marketing (DCM)	Mean	S.D.	Agreement
1. Producers of food products with green packaging use social media to explain clearly how they control the emissions caused by their production processes that could harm the environment.	4.10	0.723	High
2. Producers of food products with green packaging provide the information needed to understand about environmental protection of their production and consumption processes on social media.	4.07	0.824	High
3. The environmental policies and practices of producers offering food products with green packaging are provided to customers clearly and completely.	4.06	0.722	High
4. With the content of green products on social media, I could find creative solutions to environmental problems.	4.04	0.765	High
5. With the content of green products on social media, I would share their content on my social media.	4.01	0.797	High
Total	4.05	0.538	High

Table 4: Descriptive results of descriptive results of brand awareness (BA)

Brand awareness (BA)	Mean	S.D.	Agreement
1. I can quickly recognize brands I have seen their content on social media.	4.05	0.788	High
2. I am more familiar with brands I have seen their content on social media.	4.00	0.822	High
3. Some characteristics of brands I have seen their content on social media come to my mind quickly.	3.98	0.724	High
4. It is easy to remember the logo of brands I have seen their content on social media.	3.96	0.764	High
Total	4.00	0.559	High

Table 5: Descriptive results of descriptive results of brand image (BI)

Brand image (BI)	Mean	S.D.	Agreement
1. Brands with a green image provide excellent value to their users.	4.14	0.789	High
2. Brands with a green image are desirable.	4.06	0.776	High
3. Brands with a green image make products with a responsibility to society.	4.02	0.757	High
4. Brands with a green image are pleasing.	4.02	0.746	High
5. Brands with a green image have a good reputation.	4.05	0.753	High
Total	4.06	0.546	High

recognize brands I have seen their content on social media” (mean = 4.05, S.D. = 0.788), and the item with the lowest level of agreement was “It is easy to remember the logo of brands I have seen their content on social media” (mean = 3.96, S.D. = 0.764).

4.4. Descriptive Results of Brand Image (BI)

Brand image (BI) was measured through 5 items. The descriptive results for the variable and its constructs are shown in Table 5.

From Table 5, the results revealed that the Brand Image (BI) was high (mean = 4.06, S.D. = 0.546). This implies that the brand image of green brands on social media was perceived as strong. The item with the highest level of agreement was “Brands with a green image provide excellent value to their users” (mean = 4.14, S.D. = 0.789), and the item with the lowest level of agreement was “Brands with a green image make products with a responsibility to the society” (mean = 4.02, S.D. = 0.757).

Table 6: Descriptive results of descriptive results of brand loyalty (BL)

Brand loyalty (BL)	Mean	S.D.	Agreement
1. I will suggest the brands of food products with green packaging to other consumers.	4.01	0.775	High
2. I would love to follow the brands of food products with green packaging.	3.94	0.826	High
3. I consider myself to be loyal to the brands of food products with green packaging.	3.90	0.742	High
4. I would buy the brands of food products with green packaging even at higher prices than competing brands without green packaging.	3.90	0.733	High
Total	3.94	0.557	High

Table 7: Descriptive results of descriptive results of purchase intention (PI)

Purchase intention (PI)	Mean	SD	Agreement
1. It is very likely that I will buy food products with green packaging.	4.04	0.752	High
2. I think about green packaging as a choice when buying food products.	3.99	0.780	High
3. Compared with food products without green packaging, I intend to purchase the product with green packaging.	3.95	0.779	High
Total	3.99	0.567	High

4.5. Descriptive Results of Brand Loyalty (BL)

Brand loyalty (BL) was measured through 4 items. The descriptive results for the variable and its constructs are shown in Table 6.

From Table 6, the results revealed that the brand loyalty (BL) was high (mean = 3.94, S.D. = 0.557). This implies that brand loyalty of green brands on social media was perceived as strong. The item with the highest level of agreement was “I will suggest the brands of food products with green packaging to other consumers” (mean = 4.01, S.D. = 0.775), and the item with the lowest level of agreement was “I consider myself to be loyal to the brands of food products with green packaging” (mean = 3.90, S.D. = 0.742).

4.6. Descriptive Results of Purchase Intention (PI)

Purchase intention (PI) was measured through 3 items. The descriptive results for the variable and its constructs are shown in Table 7.

From Table 7, the results revealed that the purchase intention (PI) was high (mean = 3.99, S.D. = 0.567). This implies that the purchase intention towards food products with green packaging among Gen Y was considered high. The item with the highest level of agreement was “It is very likely that I will buy food products with green packaging” (mean = 4.04, S.D. = 0.752), and the item with the lowest level of agreement was “Compared with food products without green packaging, I intend to purchase the product with green packaging” (mean = 3.95, S.D. = 0.779).

4.7. Structural Equation Modelling (SEM) Analysis

4.7.1. Model specification

The model determined the important pathways of DCM affecting brand equity and purchase intention with direct and indirect effects based on theoretical justifications. This study focuses on estimating causal effects through the study of path relations in order to understand direct and indirect pathways. The researcher applied SEM with the specification of the model consisting of latent and observed variables in which all pathways are linear, positive relations, and one-way directions between exogenous variables and endogenous variables.

4.7.2. Model fit

SEM was employed to test research hypotheses with maximum-likelihood estimation. The results revealed the statistics of model fitness with the value of relative chi-square (CMI/df), RMSEA, SRMR, NNFI (TLI), and CFI. The results and the cut-off are demonstrated in Table 8.

The results showed the ratio of relative Chi-square of 1.413, which is lower than the maximum recommended value of 5 (Marsh and Hocevar, 1985) and thus this model was considered a reasonable fit. The RMSEA of the model in this study is 0.029, in which the value of the RMSEA below 0.05 indicates a good fit of the model (MacCullum et al., 1996; Hu and Bentler, 1999). SRMR is 0.018, which is below the suggested value of 0.08 indicating a good model fit. The TLI is 0.975 which this value is above the cut-off value of 0.90 (Byrne, 1994). The CFI of the model is 0.979 as Hu and Bentler (1999) suggested that a minimum recommended value of CFI more than 0.9 for an acceptable fit. In conclusion, all measurements indicated that the model has a good model fit for further SEM analysis.

4.8. Hypothesis Testing (Coefficient Path Analysis)

This study assessed the effect of Digital Content Marketing (DCM) of food products with green packaging on customer-based brand equity’s dimensions, including brand awareness (BA), brand image (BI), and brand loyalty (BL); and then the effect of DCM on the purchase intention (PI) among Gen Y consumers in Thailand. The study also assessed the interrelation among the customer-based brand equity’s dimensions (BA, BI, and BL) and their effects on the purchase intention (PI). The results are shown in Table 9.

From Table 9, the results showed the significant effect of DCM on all three dimensions of brand equity, including BA, BI, and BL, as shown in Figure 3. The effect of DCM on BA was positive and significant ($b = 0.790, t = 10.669, P < 0.001$), supporting H_1 that digital content marketing has a significant effect on brand awareness with positive influence. The effect of DCM on BI was positive and significant ($b = 0.613, t = 6.080, P < 0.001$), and thus H_2 was accepted. It can be concluded that digital content marketing has a significant effect on brand image with positive influence. The effect of DCM on BL was positive and significant ($b = 0.338, t = 2.249, P = 0.024$) and thus H_3 was accepted. It can

Table 8: Results of model fit

Fit statistics	Model value	Cut-off	References
Relative Chi-square (CMIN/degree of freedom)	1.413	the value is ≤ 5 indicates a reasonable fit	Marsh and Hocevar (1985)
Root mean square error of approximation (RMSEA)	0.029	<0.05 good fit 0.05-0.08 fair fit 0.08-0.10 mediocre fit >0.10 poor fit	MacCullum et al. (1996); Hu and Bentler (1999)
Standardized root mean square residual (SRMR)	0.018	<0.08	Hu and Bentler (1999)
Non-normed fit index (NNFI) or tucker-lewis index (TLI)	0.975	>0.90	Byrne (1994)
Comparative fit index (CFI)	0.979	≥ 0.90 acceptable fit	Hu and Bentler (1999)

Figure 1: Conceptual framework

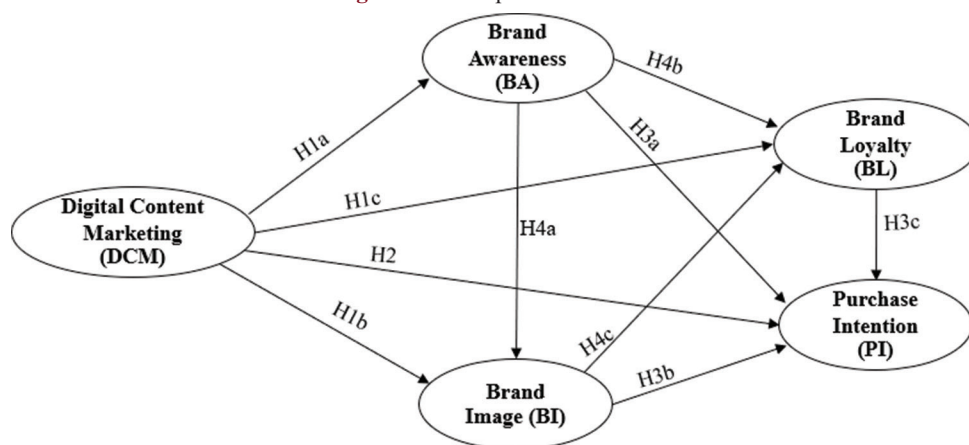
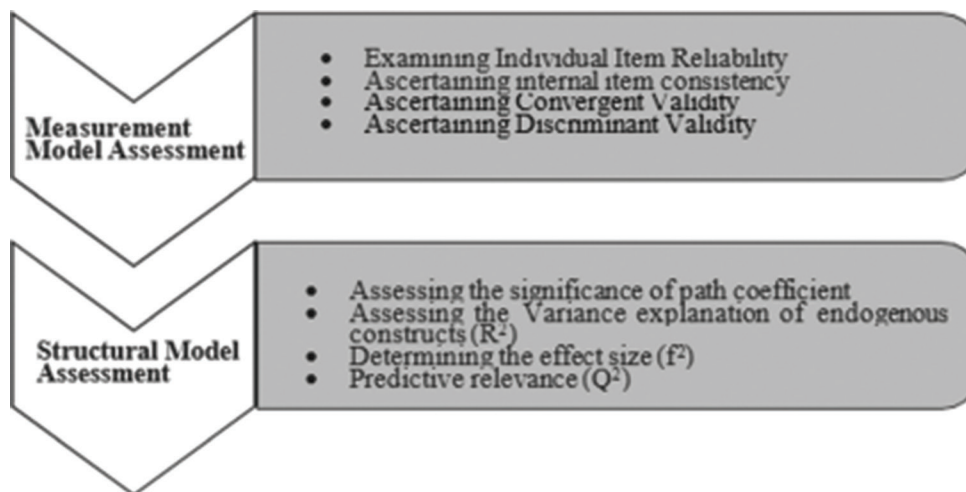


Table 9: Results of coefficient path analysis

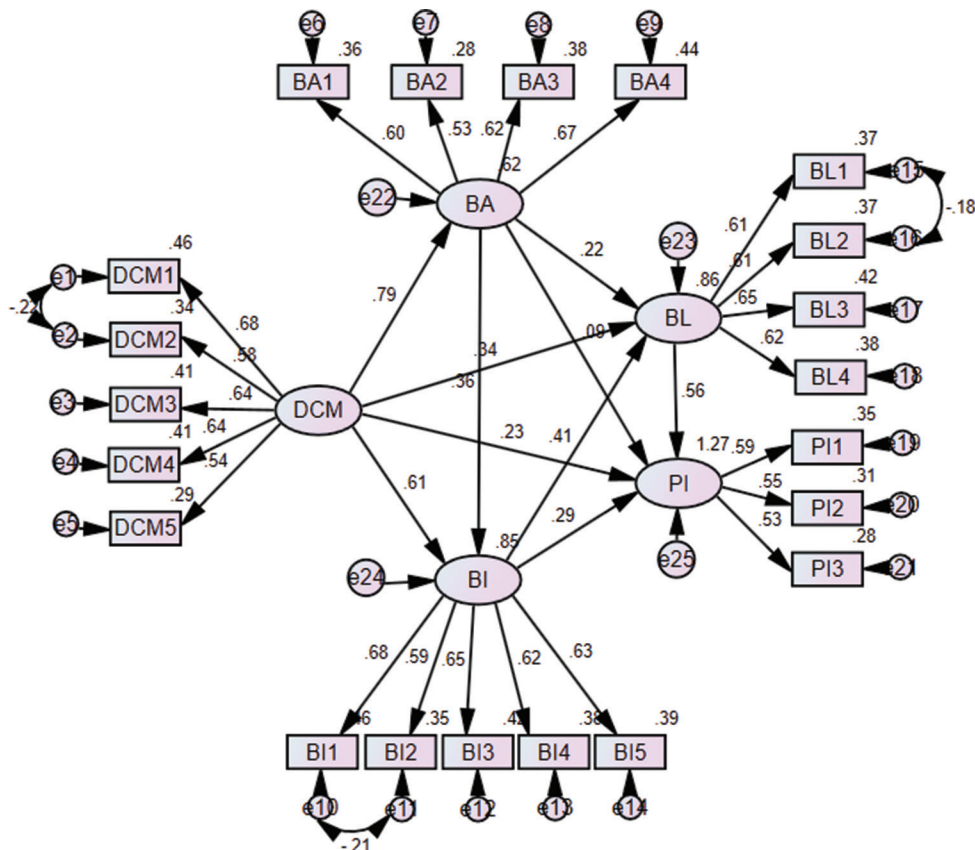
Hypothesis	Relationship	Std.Estimate	S.E.	C.R.	P	Decision
H ₁	DCM→BA	0.790	0.077	10.669	0.000	Accepted
H ₂	DCM→BI	0.613	0.098	6.080	0.000	Accepted
H ₃	DCM→BL	0.338	0.146	2.249	0.024	Accepted
H ₄	DCM→PI	0.231	0.140	1.393	0.164	Not accepted
H ₅	BA→BL	0.220	0.107	1.927	0.054	Not accepted
H ₆	BA→BI	0.356	0.090	3.697	0.000	Accepted
H ₇	BA→PI	0.090	0.099	0.736	0.462	Not accepted
H ₈	BI→BL	0.415	0.184	2.258	0.024	Accepted
H ₉	BI→PI	0.293	0.175	1.459	0.145	Not accepted
H ₁₀	BL→PI	0.560	0.184	2.647	0.008	Accepted

Figure 2: SEM analysis approach



Source: Henseler et al. (2009)

Figure 3: Results of model's path analysis with standardized coefficient



be concluded that digital content marketing has a significant effect on brand loyalty with positive influence. The effect of DCM on PI was positive but insignificant ($b = 0.231$, $t = 1.393$, $P = 0.164$) and thus H_4 was not supported.

The interrelations between BA, BI, and BL and further impact on the purchase intention were examined. The results showed that the effect of BA on BL was positive but insignificant ($b = 0.220$, $t = 1.927$, $P = 0.054$) and thus H_5 was not supported; which means that brand awareness has no effect on brand loyalty in this study. The effect of BA on BI was positive and significant ($b = 0.356$, $t = 3.697$, $P < 0.001$), and thus H_6 was supported. It can be concluded that BA has a significant effect on BI with a positive influence. However, the effect of BA on PI was positive but insignificant ($b = 0.090$, $t = 0.736$, $P = 0.462$) and thus H_7 was not supported; which means that brand awareness has no effect on the purchase intention in this study. The results showed that the effect of BI on BL was positive and significant ($b = 0.415$, $t = 2.258$, $P = 0.024$), supporting H_8 . It can be concluded that BI has a significant effect on BL with a positive influence. The effect of BI on PI was positive but insignificant ($b = 0.293$, $t = 1.459$, $P = 0.145$) and thus H_9 was not supported. The effect of BL on PI was positive and significant ($b = 0.560$, $t = 2.647$, $P = 0.008$) and thus H_{10} was supported. It can be concluded that only BL has a significant effect on the purchase intention with positive influence.

- H_1 : Digital content marketing has an effect on brand awareness.
 H_2 : Digital content marketing has an effect on brand image.
 H_3 : Digital content marketing has an effect on brand loyalty.
 H_4 : Digital content marketing has an effect on the purchase intention.
 H_5 : Brand awareness has an effect on brand loyalty.
 H_6 : Brand awareness has an effect on brand image.
 H_7 : Brand awareness has an effect on the purchase intention.
 H_8 : Brand image has an effect on brand loyalty.
 H_9 : Brand image has an effect on the purchase intention.
 H_{10} : Brand loyalty has an effect on the purchase intention.

5. DISCUSSION AND CONCLUSION

Discussion the findings demonstrated a notable positive influence of DCM on BA. The results align with Barreda et al. (2015), who posited that social media content quality affects brand awareness recognition and recall over time. This study also supports O'Flynn's (2017) assertion that branded content on social media boosts brand awareness. Georgieva and Djoukanova's (2014) study are corroborated in this study, highlighting the significance of DCM in improving brand equity and awareness. The findings further demonstrated that DCM significantly enhances brand image positively. This aligns with Keller's (2008) assertion that marketing communications foster brand equity by generating favorable associations with brand images. Consistent with the studies by France et al. (2016), Godey et al. (2016) and Bilgin (2018), the results confirmed that consumer engagement with a brand's DCM on social media is important for cultivating a robust brand image. The findings showed a significant positive effect of DCM on brand loyalty. This is consistent with Erdogmus and Cicek's (2012) suggestion that effective social media marketing

bolsters brand loyalty through relevant content. Additionally, this study aligns with those by Kosiba et al. (2018), and Ting et al. (2020), which demonstrated that DCM fosters customer engagement, thereby enhancing brand loyalty. Further, while the findings revealed a positive but statistically insignificant impact of DCM on PI, they support Puro's (2013) claim that content quality should take precedence over quantity in influencing purchasing decisions. This is consistent with Odden (2013) who noted the necessity of compelling content for effective influence on purchase decisions.

The results of customer-based brand equity dimensions (BA, BI, BL) and their influence on PI among Gen Y in Thailand showed a significant positive relationship between brand loyalty and purchase intention. This aligns with Hameed and Kanwal (2018), who highlighted BL's influence on PI. Ewing (2000) suggested that this connection between BL and PI is more evident in high-involvement products. In low-involvement cases, however, factors like income and family may affect loyalty and purchase intentions. In contrast, the study revealed that effects of BA and BI on PI were insignificant. These results are consistent with Evans' (2008) claim that social media brand awareness does not always lead to purchase behavior. The findings also differ from Razy and Lajevardi (2015), who asserted a positive impact of BI on PI, proposing that brand awareness and image do not necessarily influence purchasing decisions for low-involvement green packaged food products.

This study revealed a positive yet statistically insignificant association between BA and BL. This aligns with Barreda et al. (2015) and Mishra and Mishra's (2014) view that BA signifies a brand's cognitive presence among consumers. Elevated brand awareness is linked to increased consumer trust and loyalty. Nonetheless, the current investigation indicates that heightened BA does not guarantee BL. In contrast, the relationship between BA and brand image (BI) was positive and significant. Aligning BA with consumer values can facilitate favorable changes in brand attitudes, as explained by Macdonald and Sharp (2000). This research supports the affirmative impact of BA on BI, consistent with Macdonald and Sharp's conclusions as well as the assertions of Aberdeen et al. (2016), Barreda et al. (2015) and Karam and Saydam (2015), who argued that strong BA positively affects BI. The findings additionally revealed a positive and significant impact of BI on BL, affirming the findings Bianchi and Pick (2011), and Bilgin (2018) that a favorable brand image promotes repeat purchases and customer loyalty. A favorable brand image tends to be accepted by consumers, resulting in enhanced customer satisfaction and loyalty, as observed by Savitri et al. (2022). This also implies that a negative brand image may adversely impact consumer loyalty, potentially driving them to avoid brands to dissociate from an unfavorable image (Evanschitzky et al., 2004).

5.1. Research Implications

The study offers three key managerial implications:

1. The findings indicate that implementing DCM on social media effectively boosts brand awareness, image, and loyalty among younger demographics. This shift in brand communication has increased engagement with consumers. Given the increasing

use of social media across all generations in Thailand, DCM should also target older consumer demographics

2. The study highlights the impact of BL on purchasing decisions among Generation Y consumers in Thailand, where BI significantly contributes to BL, which further influences PI. High-quality content is crucial for developing brand image, thereby enhancing consumer buying intentions. Creative content highlighting the brand's CSR and environmental initiatives should be leveraged on social media
3. The study reveals that the relationships between BA and PI, as well as BI and PI, are insignificant. While social media can elevate brand awareness, it does not necessarily translate into brand loyalty or purchasing behaviour. Specifically, brand awareness does not influence buying decisions for low-involvement products like green packaged food items. It is posited that brand loyalty and purchase intention correlations are stronger in high-involvement products than in low-involvement ones, where situational factors like income, status, and family dynamics exert minimal influence. Thus, product quality and pricing strategies remain vital in this market.

5.2. Suggestions for Future Study

This research focuses on the influence of DCM for food products that utilize eco-friendly packaging on the various dimensions of customer-based brand equity, as well as its subsequent effect on the purchasing decisions among Generation Y consumers in Thailand. Consequently, the findings may not be generalizable to consumers in other age demographics or Generation Y consumers in different markets as values, attitudes, and cultural factors can vary significantly across geographic regions. In this context, future research should explore these dynamics across diverse age groups and cultural factors. Moreover, this study involves the limitations associated with quantitative research, particularly regarding the findings that reflect a deficiency in comprehensive insights into how DCM influences brand perception and consumer purchasing decisions. Future study thus is recommended to apply qualitative methodology for deeper contextual insights.

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