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The Digital Buying Behavior: Exploring the Nexus of Content Marketing, Social Media Marketing, Online Convenience, and Brand Equity

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Abstract: *This research investigates digital marketing factors, such as content marketing's impact on consumer purchase intention, with the mediation effects of social media marketing and online convenience. The study further analyzes the moderating role of brand equity in increasing consumer purchase intention. The findings demonstrate that content marketing has a significant and positive impact on the behavior of consumer purchase intention and is also positively associated with social media marketing. Further results indicate that social media marketing is positively associated with consumer behavior, and online convenience is significantly associated with consumer purchase intention. Thus, the mediating effects of social media marketing and the relationship between content marketing and consumer purchase intention and online convenience significantly mediate the impact of content marketing and consumer purchase intention. Also, the moderating effects of brand equity between social media marketing and consumer purchase intention. The moderating effects of the brand equity between online convenience and consumer purchase intention and the moderating effects of the brand equity between content marketing and consumer purchase intention.*

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

1. Introduction

In the era of modern technology, consumer buying behavior has changed, and due to this rapid change in modern technology, business strategies have shifted from traditional marketing to digital marketing (Ahmed et al., 2020). Thus, the purchasing and selling concept used the brick-and-mortar approach. In the modern age, the Internet is of significant importance, and due to this importance, multinational companies have to change the methods of marketing their products and services in competitive environments (Trauntschnig & Hetz, 2020). The prior research study suggested that digital marketing has good communication tools and is essential in the competitive business environment, positively associating with consumer purchase intention. Thus, digital marketing is a better approach to understanding consumer buying behavior than traditional marketing. The study explained that in the era of modern technology, social media has become an essential platform for connecting individuals worldwide. Through online conversion, primarily friends and relatives share ideas and information about two critical aspects: users and web publishing (Alshurideh et al., 2022). The Internet has significant importance in digital marketing, and due to this approach, business methods have changed in terms of products or services and consumer behavior due to this modern technology. This modern technology opens many opportunities but faces challenges in the competitive environment because of many competitors, sellers, products, and services (Ahmed et al., 2017). Thus, there is a need for a better understanding of the behavior of consumers using digital marketing, content marketing, online convenience, and brand equity associated with consumer behavior (Kumar & Singh, 2020)

The prior research study suggested that ineffective content marketing does not significantly affect the behavior of the consumer buying decisions or the productivity of the organizations. Thus, content marketing is developing digital marketing to deliver content to attract consumers (Rahman, 2019). Therefore, by using digital media, digital marketing delivers and presents the content to the target audience and specific market (Abdul Aziz, 2020). Thus, content marketing has the significance of developing better marketing strategies using different social media platforms to increase consumers' purchase intention, and the main objective of content marketing is to attract new consumers and develop brand equity (Abdurrahim & Sangen, 2019). The prior research study suggested that through marketing communications, multinational companies share information regarding their brands effectively and efficiently in the minds of consumers, directly or indirectly, to increase consumer purchase intention (Kotler & Keller, 2012). Thus, the past research study explained that through the activities of marketing communications, multinational companies developed relationships and established significant connections with consumers, suppliers, and business partners to communicate the characteristics of the brands better to increase satisfaction and brand engagement to increase consumer purchase intention (Kusniadji, 2016). Thus, content marketing has significant importance in developing a positive and strong connection with consumers and also engaging with the consumers to increase market shares and consumer purchase intention through social media platforms (Soetjipto, 2023)

The current research study was intended to investigate the impact of content marketing on the behavior of consumer purchase intention, the mediating effects of social media marketing, and the mediating effects of online convenience with moderating effects of brand equity on the consumer purchase intention in online purchasing. With the increase in modern technology, consumer behavior has changed. Due to digital marketing, purchasing behavior has moved from the traditional way to an online approach. The prior research study suggested that the role of content marketing has a significant impact on consumer purchase intention. However, most companies need more knowledge or research studies in content marketing with the mediating effects of social media marketing and online convenience (Shien et al., 2023). Thus, the current research study focuses on content marketing and the behavior of consumer purchase intention with the mediating role of social media marketing, online convenience, and the moderating role of brand equity associated with consumer purchase intention.

The current research study examines the impact of content marketing on consumer purchase intention, consumers' use of social media, and online product purchases. Thus, it investigates the critical factors influencing consumer buying decisions regarding content marketing, social media marketing, online convenience, and brand equity. The current research study's objective is to examine the relationship of content marketing with consumer purchase intention. It also investigates the relationship between content marketing, social media marketing, and online convenience. The study investigates the mediating effects of social media marketing and online convenience in a relationship between content marketing and consumer behavior. Finally, the study explores the moderating effects of brand equity on social media marketing, online convenience, and consumer purchase intention.

Numerous past research studies found on the topic of social media marketing with brand awareness and the behavior of consumer purchase intention, but the impact of content marketing on the behavior of the consumer purchase intention with the mediating effects of social media marketing and online convenience and the role of brand equity with the behavior of the consumer purchase intention. Thus, the current research study investigated the significance of content marketing on the consumer buying decision with social media marketing and online convenience mediating effects and the brand equity moderating role in consumer behavior. The research study has different objectives, such as investigating the association between content marketing and consumer buying behavior. The study examines the relationship between content marketing and consumer purchase intention and evaluates the association between content marketing social media marketing and online convenience. The study investigates the mediating effects of social media marketing and online convenience in a relationship between content marketing and consumer behavior. Finally, the study explores the moderating effects of brand equity on social media marketing, online convenience, and consumer purchase intention.

2. Theoretical Background and Hypothesis Development

The past research study explained that through the activities of marketing communications, multinational companies developed relationships and established significant connections with consumers, suppliers, and business partners to communicate the characteristics of the brands better to increase satisfaction and brand engagement to increase consumer purchase intention (Kusniadji, 2016). Thus, content marketing has significant importance in developing a positive and strong connection with consumers and engaging with the consumers to increase market shares and consumer purchase intention through social media platforms (Soetjipto, 2023)

2.1 Consumer Purchase Intention

In competitive environments, multinational companies convey information regarding selling their products or services successfully to them, for this must be understood behavior of the consumer to increase consumer purchase intention because the way of consumer buying purchase is the way defined as the money is the medium to purchase something from the marketplace in term of products or services (Qazzafi, 2019). The prior research study suggested that it is a good approach for all markets to understand consumer decisions by incorporating digital and old marketing. Thus, in the great world, business exists with customers, and customers are essential in competitive and successful business environments (Ahmed et al., 2017).

2.2 Content Marketing

Content marketing is the strategy applied to engage customers, attract and promote brand awareness, and generate, allocate, share, and approach content for consumer purchase intention (Järvinen & Taiminen, 2016). Society's buying behavior has changed due to modern technology, the use of the Internet, and the use of mobile technology; thus how, in competitive environments, the interaction with potential customers through the virtual world. In the past research study, according to Liu & Hung (2015), the marketing approach of content marketing takes the pull strategy of marketing compared to the push marketing strategy because content marketing creates more value for customers and demands or searches customers in the virtual world. The prior studies suggested that in the competitive environment, there are so many competitors in the marketplace, and such environment content marketing has significant importance for business and is the golden key for businesses to share with their competitors. Thus, it has been observed that content marketing is essential to recall the customers and target audience because good content catches the potential customers and retains customers through good ways of communicating meaningful messages and increasing consumer purchase intentions (Tuncer & Kartal, 2023). Content marketing develops competitive advantages for businesses and increases consumer purchase intention; through the content, the brand will be first in customers' minds when they search for any products in the competitive marketplace (Zeqiri & Kajtazi, 2020).

2.3 Social Media Marketing

In the Internet era, society now has more excellent knowledge about the importance of social media in daily life. Thus, social media marketing is an excellent way to explore any company's marketing activities and any promotions or campaigns using the platform of social media (Oliveros-Coello, 2022).

Social media marketing is related to social media networking services for customer interaction. It has many benefits for businesses in electronic word of mouth, increasing consumer purchase intention, brand image, and brand awareness (Hidayat, 2021). Through social media platforms, marketing increases consumer traffic and enhances brand equity and awareness through advertising. The prior research study suggested a more than 78% increase in business compared to competitors using the approach of social media marketing (Bakhodirovna, 2019). The research study explained that in the era of the Internet, people spend more time on social media platforms such as Facebook, LinkedIn, and Instagram; due to these factors' multinational companies more in digital marketing to better connections with consumers as compared to traditional marketing activities (Licardie et al., 2020). The Internet has significant importance in the field of digital marketing due to this approach. Thus, there is a need for a better understanding of the behavior of consumers using digital marketing, content marketing, online convenience, and brand equity associated with consumer behavior (Kumar & Singh, 2020)

2.4 Online Convenience

The prior research study explains that online convenience positively impacts consumer perceptions when the consumer purchases products or services; during this process, consumers spend less time, less effort, and more excellent product choice selections (Thao, 2020). In modern technology, the factors of online convenience, such as fast selection of products, easy-to-access products, and convenience, have significant importance on the behavior of the consumer's purchase intention. Through online purchasing, the consumer is more focused on the less time-consuming because time is essential to consider when shopping (Duarte et al., 2018). The online convenience factors discussed below impact consumer buying behavior and how the retailer would retain potential customers with the help of online convenience, ease of access, time-saving, and create brand awareness, brand loyalty, and brand equity in the minds of customers (Pham et al., 2018)

2.5 Brand Equity

Past research studies have suggested many definitions of brand equity. Therefore, brand equity is defined as the value addition to the brand. Hence, based on the marketing decision-making perspective, the consumers' brand knowledge and response are compared to marketing (Datta et al., 2017). Consumers perceive values regarding brands or evaluate brand equity based on brand strengths, the customer's association with brands, and perceived brand quality and brand image with economic benefits through brands (Porto, 2019). According to Keller (1993), there are four dimensions of brand equity: brand associations, brand image, brand quality, and brand awareness (Ahmed et al., 2020). However, the current research study is based on overall brand equity as the moderating role of consumer purchase intention (Bian & Yan, 2022). Brand equity is associated with the value additions regarding products or services, which explain the consumer perceptions of consumer purchase intention towards a specific brand regarding the brand price, brand quantity, brand market share, and brand benefits in terms of profits (Kotler & Keller, 2012).

Further, the positive consumer brand perceptions perceived brand equity associated with brand awareness, brand perceived quality, brand image, and brand loyalty (Saputra, 2022). The prior research study suggested that brand awareness has a significant relationship with consumer purchase intention and a positive impact on the behavior of consumers (Abdullah, 2020). Brand association is the positive and memorable signals that are connected in terms of brand experience, brand feeling, brand perceptions, brand attitude, and the characteristics of the brands, which are of significant importance in forming brand equity (Kotler & Keller, 2012). Thus, more consumer brand associations create more brand equity, and more significant brand equity develops a positive association with the brand in the minds of the consumers.

2.6 Hypothesis Development

The current research study investigated the relationship between content marketing and consumer purchase intention, the mediation effects of social media marketing and online convenience, and the moderating effects of brand equity on consumer purchase decision behavior (Ahmed et al., 2017). The prior research studies suggested that short video content provides emotions and information that significantly impact the behavior of consumers' purchase intention. Thus, this concept indicates that content marketing is directly associated with consumer purchase intention and has a direct positive impact on the behavior of consumers (Yang et al., 2019). Thus, results indicate that the website content explains the direct and positive association with the consumer's behavior, increases consumer purchase intention, develops consumer trust, and increases consumer perceived value and impact on consumer purchase intention (Xiao et al., 2019). Therefore, incorporating theoretical research, the consumer's behavior is more associated with website content in terms of the characteristics of the products and the layout of the web design, which impact consumer purchase intention (Junejo, 2020). On the basis of previous literature and discussions we have formulated the following direct and indirect hypotheses:

H1: Content Marketing is positively and significantly associated with Consumer Purchase Intention

H2: Content Marketing is positively and significantly associated with Online Convenience

H3: Content Marketing is positively and significantly associated with Social Media Marketing

H4: Online Convenience is positively and significantly associated with Consumer Purchase Intention

H5: Social Media Marketing is positively and significantly associated with Consumer Purchase Intention

H6: Social Media Marketing has a significant mediating impact between content marketing and Consumer Purchase Intention

H7: Online Convenience has a significant mediating impact between content marketing and Consumer Purchase Intention

3. Material and methods

3.1 Research design and approach

The research design is the way of collecting data, methods of research, procedures, or techniques that will be considered in the research study. The current research study is based on the positivist paradigm, which explains the relationship of the variables based on the developed hypotheses. The positivist approach or the phenomenon relates to the facts or the causal relationship and specific phenomena and measurables. Thus, the current research study was based on the quantitative research approach. The current study was based on quantitative research, the systematic method, and the relationship phenomenon. Thus, the main objective of the quantitative research approach is based on the developed hypothesis and research model mathematically, using the theories and giving significant answers to the research study questions and the relationships (Hardani et al., 2020). The current research study describes the characteristics of the research topic, including phenomena such as content marketing, social media marketing, online convenience, and consumer purchaser decisions. The research study is based on the method of cross-sectional research approach due to time limitations; thus, through the methods of the cross-sectional research approach is the way of data collection through many respondents at a specific point in time, and the cross-sectional as compared to longitudinal research, so easy and less costly, because in the method of longitudinal approach the data collection in terms of repeatedly time at the same sample when the period extended.

3.2 Sampling strategy and data collection method

The current research was a cross-sectional study, due to the need for more time and financial resources to complete the research study. Thus, the convenience sample technique is to be used for data collection from the respondents. Therefore, the research study was used to collect the data using the non-probability sampling technique, the convenience sampling technique most often used in the explanatory research of the study. The current research study took the primary data from the structured questionnaire and filled in the respondents. The current research study collects the data through a questionnaire distributed to universities, sales outlets, superstores, and markets. The data is also collected online using social media tools (Hardani, 2020).

3.3 Data Analysis Techniques

The current research study uses a partial least square-structural equation modeling (PLS-SEM) approach based on the variance to analyze the data using the software Smart-PLS 4.0. In the PLS-SEM modeling, the researchers used a two-step method, the first step is the validate the measurement model using factor loadings (FLs) of measures, Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE), HTMT correlation matrix and Fornell-Larcker criterion (Ahmed et al., 2024). The second step is to validate the structural model using the coefficient of determination (R^2), the effect size (f^2), path coefficient analyses, and overall model fitness.

4. Results and data analyses

4.1 Assessment of measurement model

The measurement model is validated using reliability measures such as Cronbach's alpha (CA) and composite reliabilities (CR) and convergent validity through average variance extracted (AVE). Similarly, discriminant validity is measured using the HTMT correlation matrix and the Fornell-Larcker criterion.

4.1.1 Reliability and Convergent Validity

In analyzing the reliability and the convergent validity of the items and constructs in the research study, the reliability is the internal consistency of the items. If the value is more than 0.70, the internal consistency is valid for the items. For reliability, to explain or measure the internal consistency of the questionnaire measurement, the findings of Table show that the composite reliability is more than 0.70 and the value of Cronbach's alpha is also more than 0.70. The findings of Table 2 indicate that the value of the outer loading is more than 0.7, which is said to be the ideal constructive or convergent validity. The results of Table 1 show the values of the Average Variance Extracted is more than 0.5. Therefore, the latent variables and the items of the constructs show valid associations

Table 1. Reliability and validity

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Equity	0.868	0.879	0.908	0.713
Content Marketing	0.864	0.869	0.902	0.648
Consumer Purchase Intention	0.889	0.891	0.924	0.755
Online Convenience	0.849	0.852	0.891	0.621
Social Media Marketing	0.876	0.894	0.909	0.668

4.1.2 The Discriminant Validity – HTMT correlation matrix

The discriminant validity is measured using the HTMT correlation matrix and the Forenll-Larcker criterion. Table 2's findings demonstrate the values of the HTMT correlation matrix, which show that all the constructs' values are less than 0.85. Thus, according to Ahmed et al. (2024), the hypothesized measurement model has adequate discriminant validity of constructs.

Table 2. HTMT Correlation Matrix for Discriminant Validity

Constructs	BE	CM	CPI	OLC	SMK
BE	1.000				
CM	0.673	1.000			
CPI	0.772	0.746	1.000		
OLC	0.710	0.684	0.689	1.000	
SMK	0.771	0.741	0.686	0.749	1.000

4.1.3 Fornell-Larcker Criterion for Discriminant Validity

The findings of Table 3 exhibit the Fornell-Larcker criterion of discriminant validity of constructs. The results demonstrate that off-diagonal values show fewer latent values than diagonal ones (Fornell & Larcker, 1981), which again validates the discriminant validity. Hence, the hypothesized measurement model is validated using convergent and discriminant validity of constructs (Sarstedt et al., 2017).

Table 3. Fornell Larcker Criterion

Constructs	BE	CM	CPI	OLC	SMK
BE	0.844				
CM	0.595	0.805			
CPI	0.670	0.665	0.869		
OLC	0.620	0.788	0.612	0.789	
SMK	0.709	0.737	0.810	0.698	0.818

4.2 Structural Model Evaluation

The structural model evaluation comprises the coefficient of variation (R^2), effect size (f^2), overall model fitness, and path coefficient analyses, including the direct and indirect relationship of unobserved variables.

4.2.1 Coefficient of determination (R^2)

The findings of Table 4 and Figure 1 are based on the R^2 values that evaluate the strength of the effects of the exogenous variable on the endogenous variable in the research model. The results indicate that the R^2 of consumer purchase intention is 0.859, which explains the variation in the consumer purchase intention of 85.9% due to the independent variables (CM, OLC & CMK). Another dependent variable, the results indicate online convenience=0.821, which explains that 82.1% of the change in online convenience is because of content marketing. The results of the R^2 further explain the variation in social media marketing is 74.4% due to the content marketing. Thus, it concludes that content marketing has significant importance for the dependent variable of social media marketing.

Table 4. Coefficient of variation (R^2)

Constructs	R-square	R-square adjusted
CPI	0.859	0.856
OLC	0.821	0.760
SMK	0.744	0.732

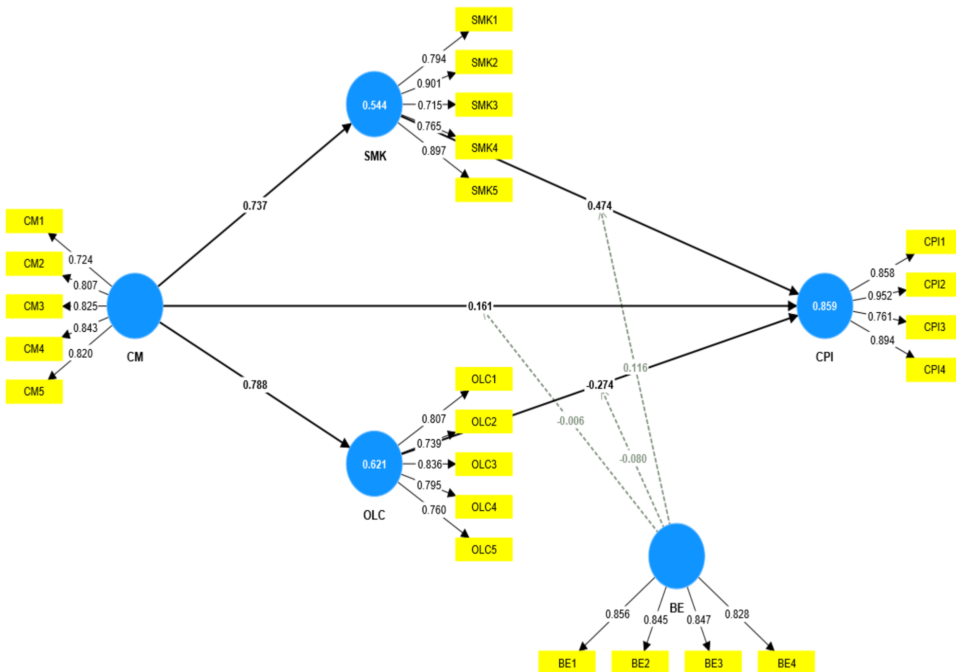

Figure 1. Structural model

4.2.2 Effect size (f^2)

The findings of Table 5 exhibit the effect size (f^2), which demonstrates the strength of the relationship between the two variables. According to Cohen's criteria, the effect size (f^2) between the variables explains that the strength of the relationship between the variables is medium to large. Thus, the findings of Table 5 established that there is a significant relationship between the variables.

Table 5. Effect size (f^2)

Constructs	BE	CM	CPI	OLC	SMK
BE			1.166		
CM			0.571	1.641	1.191
CPI					
OLC			0.140		
SMK			0.429		

4.2.3 Path Coefficients Analyses (Direct Effects)

The findings of Table 6 demonstrated that content marketing has a positive and significant relationship with Consumer Purchase Intention (as $\beta = 0.161$, T=3.863 & P<0.05). Similarly, content marketing has a positive and significant association with online convenience (OLC) and social media marketing (SMK) (as $\beta = 0.788$, T=35.664 & P<0.05) and (as $\beta = 0.737$, T=22.765 & P<0.05) respectively. The findings of direct association further revealed that OLC and SMK have a significant influence on consumer purchase intention (CPI) with (as $\beta = -0.274$, T=-5.162 & P<0.05) and (as $\beta = 0.474$, T=5.197 & P<0.05) respectively. Hence, the findings of Table 6 finally concluded that hypotheses H1 to H5 are substantiated. The individual impact of variables demonstrated that content marketing has the highest impact on online convenience followed by social media marketing.

Table 6. Path Coefficient analyses (Direct Effects)

Hypotheses	Direct Relationship	Original sample (β)	Standard deviation	T statistics	P values	Decision
Hypothesis (H1)	CM -> CPI	0.161	0.042	3.863	0.000	Accepted
Hypothesis (H2)	CM -> OLC	0.788	0.022	35.664	0.000	Accepted
Hypothesis (H3)	CM -> SMK	0.737	0.032	22.765	0.000	Accepted
Hypothesis (H4)	OLC -> CPI	-0.274	0.053	-5.162	0.000	Accepted
Hypothesis (H5)	SMK -> CPI	0.474	0.091	5.197	0.000	Accepted

4.2.4 Mediation relationship

The findings of Table 7 exhibited the mediating relationship between online convenience and social media marketing in a relationship between content marketing and consumer purchase intention. The findings of Table 7 demonstrated that social media marketing and online convenience have a significant and positive mediation between content marketing and consumer purchase intention with (as $\beta = 0.350$, T=4.564 & P<0.05) and with (as $\beta = 0.216$, T=5.149 & P<0.05) respectively. Hence, it is finally concluded that hypotheses H6 and H7 have been substantiated.

Table 7. Mediating relationship

Hypotheses	Mediating Relationship	Original sample (O)	Standard deviation	T statistics	P values	Decision
Hypothesis (H6)	CM -> SMK -> CPI	0.350	0.077	4.564	0.000	Accepted
Hypothesis (H7)	CM -> OLC -> CPI	0.216	0.042	5.149	0.000	Accepted

4.2.5 Moderating relationship

The findings of Table 8 demonstrated that Brand Equity has a significant moderation between online convenience social media marketing, and consumer purchase intention. Thus, it is finally concluded that hypotheses H8 to H10 are substantiated (as $\beta = -0.080$, T=-3.555 & P<0.05), (as $\beta = -0.006$, T=-4.200 & P<0.05) and (as $\beta = 0.116$, T=5.094 & P<0.05) respectively. Moreover, the inner model or the structural model is validated.

Table 8. Moderating relationship

Hypotheses	Mediating Relationship	Original sample (O)	Standard deviation	T statistics	P values	Decision
Hypothesis (H8)	BE x OLC -> CPI	-0.080	0.051	-3.555	0.000	Accepted
Hypothesis (H9)	BE x CM -> CPI	-0.006	0.032	-4.200	0.000	Accepted
Hypothesis (H10)	BE x SMK -> CPI	0.116	0.055	5.094	0.000	Accepted

4.2.6 Model Fitness Summary

The findings of Table 9 demonstrated the model summary of the model that shows that values of SRMR are less than 0.08 for both saturated and estimated models. Moreover, the values of NFI are also greater than 0.9, which follows the cut-off values.

Table 9. Model Summary

Indicators	**Saturated model**	**Estimated model**
SRMR	0.013	0.015
d_ULS	4.390	6.040
d_G	9.452	3.027
Chi-square	102.645	129.567
NFI	0.912	0.904

5. Conclusion

The current research study's significance proves the theory that Setyorini (2021) explains that content marketing pays more attention to the customers and more attracts based on the relevant content to the customers and increases consumer purchase intention. The current research study also supports the theory that content marketing is an important marketing strategy that creates content and online publishing content through social media to engage and attract customers. Because of the quality content, it attracts customers with brands and increases consumer purchase intention. Thus, multinational companies must create good, quality content to attract more customers to visit their websites and increase consumer purchase intention. Therefore, content marketing is an important concept that encourages more customers and more customer attention. Consumer purchase intention significantly impacts supporting the company's products, purchasing products, and feeling good about the company and its products (Carolin, 2020). Content Marketing has a positive relationship with Consumer Purchase Intention Since the P-Value=0.000, which is less than 0.05, the relationship of the independent variable of the content market positively impacts the dependent variable of consumer purchase intention. Thus, we conclude that hypothesis H1 is accepted and that content marketing is essential to consumer purchase intention. Based on the results, content marketing significantly and positively impacts consumer purchase intention.

The current research study's significance proves the theory that Setyorini (2021) explains that content marketing pays more attention to the customers and more attracts based on the relevant content to the customers and increases consumer purchase intention. The current research study also supports the theory that content marketing is an important marketing strategy that creates content and online publishing content through social media to engage and attract customers. Because of the quality content, it attracts customers with brands and increases consumer purchase intention. Content Marketing has a positive association with Social Media Marketing.

The results indicate that the P-Value=0.000, which is less than 0.05. Thus, hypothesis H2 states that content marketing positively impacts social media marketing. Thus, the independent variable of content marketing is positively associated with consumer purchase intention. Social Media Marketing has a positive association with Consumer Purchase Intention. The probability value=0.000 shows that it is below 0.05, which explains that social media marketing is an independent variable that positively impacts consumer purchase intention. Thus, hypothesis H6 is accepted, concluding that social media marketing is essential for consumer purchase intention. Online Convenience has a positive association with the Consumer Purchase Intention The results indicate that the probability value equals 0.000, less than 0.05. Thus, we conclude that the independent variable of online convenience positively impacts consumer purchase intention, supporting hypothesis H7. Social Media Marketing mediates the effects of Content Marketing and consumer purchase intention. The results of the p-values=0.000, which is less than 0,05, explain that social media marketing mediates the relationship between content marketing and consumer purchase intention. Thus, hypothesis 4 is supported. Online Convenience mediates the effects of Content Marketing and Consumer Purchase Intention. The results indicate that the probability value=0.000 blew below 0.05, meaning online convenience mediates the relationship between content marketing and consumer purchase intention. Brand Equity moderates the effects of Social Media Marketing and Consumer Purchase Intention. Based on the results of the probability value=0.000, which is less than 0.05, we conclude that brand equity moderates the relationship between social media marketing and consumer purchase intention. Brand Equity moderates the effects of Online Convenience and Consumer Purchase Intention. The result of the P-value=0.000, which is higher than 0.05, shows that brand equity moderates the relationship between online convenience and consumer purchase intention. Brand Equity moderates the effects of Content Marketing and Consumer Purchase Intention. The p-value = 0.000, less than 0.05, concludes that brand equity moderates the relationship between content marketing and consumer purchase intention.

5.1 Managerial Implication

The research study's managerial implications are significant. More opportunities exist to create good content, attract customers, and increase purchase intentions. Marketing managers and experts can develop strategies and explore consumer buying decisions. Through successful content marketing, the manager develops better brand stories and attracts more customers to increase consumer purchase intention. Thus, the current research study explains the importance of content marketing in creating better content to engage customers for brands and to help management design better strategies to solve customer needs and increase customer satisfaction.

5.2 Research Study Limitations and Future Research

Therefore, the current research study faced some limitations during the research and also integrated with some future research directions for research scholars. The current research study examines content marketing with the mediant effects of social media marketing and online convenience and the moderating role of brand equity to increase consumer purchase intention; the respondents collected information in the city of Karachi. The current research study collects the data through quantitative data and administrative questionnaire design. In the future, qualitative data will be included regarding products and consumer perceptions in terms of open-ended questions. Further variables regarding digital marketing to better understand the behavior of consumers would be added, such as consumer personality factors, consumer culture factors, and social factors to determine or measure the consumer purchase intention using the approach of digital marketing.

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