

A Study of Consumers' Perceptions of Online Shopping-Related Content

Nugzar Todua *, Levan Kalmakhelidze

Faculty of Economics and Business, Department of Marketing, Ivane Javakhishvili Tbilisi State University, 2 University St., 0186, Tbilisi, Georgia

*Corresponding Author

DOI: <https://doi.org/10.47772/IJRISS.2026.100400614>

Received: 29 April 2026; Accepted: 04 May 2026; Published: 20 May 2026

ABSTRACT

The purpose of this study is to examine the influence of digital content on consumers' online behavior. The article discusses the characteristics of digital content marketing in modern business. It highlights that Georgian companies are increasingly utilizing digital technologies; however, research on content marketing specifically related to online shopping is still limited, which hinders the development of the local market in this area. Based on an analysis of various literature, research hypotheses have been formulated, and a conceptual model for the study has been developed. This paper employs a quantitative research method, specifically an online survey. The main variables of the study include the perceived usefulness of content, ease of use, informativeness, consumer engagement, attitudes towards content, and purchasing intentions. A total of 805 respondents participated in the survey, and the data collected were processed using regression analysis. The study produced statistically significant results that validate the effectiveness of the developed model. The findings of this study hold theoretical significance for the advancement of content marketing. They will assist companies in creating content that is tailored to their target customers and in establishing effective communications with them.

Keywords: Online Shopping, digital content marketing, consumer behavior, marketing research.

INTRODUCTION

Digital content marketing is a contemporary strategy that has become an essential tool for businesses today (Liu & Xian, 2023). Content marketing encompasses not only the information that companies provide to consumers but also serves as a means of interaction and feedback with the brand (Terho et al., 2022). It can be described as an art of communication that is widely utilized in modern marketing strategies (Vahabi et al., 2025). Digital content marketing (DCM) involves creating and distributing relevant and thematic content to capture consumers' attention and enhance their engagement in the decision-making process (Terho et al., 2022). It is important to note that content marketing not only aims to shape consumer motivation but also allows organizations to achieve their marketing goals in the digital realm (Wang et al., 2022).

Digital content marketing helps companies create a deep connection with their target audience, which is a key determinant of their business effectiveness. Studies have shown that digital content marketing requires 62% less effort and increases sales volume by three times compared to traditional marketing (Hollebeek & Macky, 2019). Unlike traditional market platforms, where consumers are persuaded to purchase a product or service, digital content marketing directly stimulates sales and increases the sense of appreciation for the brand among potential customers (Gregoriades et al., 2021). In addition, digital content marketing, unlike traditional marketing, is not focused only on increasing sales, but has longer-term goals, such as establishing quality communication with potential customers to further strengthen the emotional connection between the brand and customers (Jefferson & Tanton, 2015).

Research shows that in addition to creating content that is relevant to the target audience, it is also important to consider which social media channels we use to share content (Fan et al., 2024). For example, content with high-

quality visuals and compelling stories allows brands to capture consumers' attention, encourage their engagement, and create the foundation for building loyal customers (Fan et al., 2024).

Digital content marketing is a hot topic in academia (Mathew and Soliman, 2021; Bu et al., 2021; Ho et al., 2020), but there are no universally accepted characteristics that define digital content. However, based on a comprehensive literature review, we can identify specific patterns that constitute key characteristics of content marketing (du Plessis, 2022). Various studies have shown that factors such as content informativeness, content relevance, and ease of use significantly impact consumer attitudes and purchase intentions towards a brand (Lou and Xie, 2020; Yu and Li, 2023). Influencers play a key role in this, creating engaging content and significantly increasing the level of consumer engagement, thereby contributing to increasing consumer positive attitudes towards the brand (Odoom, 2025). Influencers' relationships with their followers make the brand's message more accessible and credible (AlFraihat et al., 2025).

In today's digital landscape, information technologies are extensively utilized to deliver marketing content to consumers (Musa et al., 2024). As a result, the influence of digital content on consumer behavior has become a focal point for modern researchers. Numerous studies have been conducted in various contexts (Izogo & Mpinganjira, 2024; AlFraihat et al., 2025; Odoom, 2025). However, the scientific literature contains very few studies that thoroughly examine the factors shaping digital content in online shopping, particularly in relation to the elements of the Technology Acceptance Model (TAM). This issue is particularly relevant in Georgia, where digital marketing is rapidly evolving. Georgian companies extensively use digital technologies to engage with consumers. While some research has been carried out in Georgia regarding digital marketing (Todua & Jashi, 2018; Matin et al., 2022; Todua & Todua, 2024; Todua & Urotadze, 2025), the impact of content marketing on online consumer behavior has yet to be systematically studied. This gap hinders business development in this area. Given the above context, the primary goal of this study is to explore how various characteristics of digital content influence consumer behavior online. By focusing on emotional and behavioral factors such as brand attitude and purchase intention, we aim to investigate consumer perceptions of online shopping-related content. To achieve this goal, we have formulated the following research questions (RQ):

RQ 1: How does the informativeness, usefulness, and ease of use of digital content affect consumers' engagement?

RQ 2: How does consumer engagement influence their attitude towards online shopping-related content?

RQ 3: How does attitude towards online shopping-related content affect consumers' purchase intention?

LITERATURE REVIEW AND DEVELOPMENT OF RESEARCH HYPOTHESES

Recently, the Technology Acceptance Model (TAM) has been widely used to study the factors that influence the adoption of new technologies in various fields (Davis, 1989). The TAM model defines people's attitudes, their positive or negative intentions towards adopting a system as a function of their perceived usefulness and ease of use. This model examines how factors such as perceived usefulness and perceived ease of use contribute to decision-making in business practice (Venkatesh & Davis, 2000). Using the TAM model, perceived usefulness can influence consumer behavior, as technological advancements facilitate effective problem-solving (Mokha & Kumar, 2021). On the other hand, perceived usefulness of content has a positive impact on consumer engagement, as consumers interact more actively with the content (Madi et al., 2024). At the same time, users find the content useful and practical for them, which reduces cognitive load and increases engagement (Asghar et al., 2024).

Perceived usefulness plays a crucial role in categories such as e-commerce platforms and digital services. For instance, users of e-commerce sites tend to prefer platforms that offer additional features like product comparison tools and user ratings, which enhance their perception of the platform's usefulness (Chen et al., 2021; Kwon et al., 2021; Lou & Xie, 2021). Current market trends indicate that consumers are seeking content that combines practical and reliable information, helping them better understand the value of products or services (Mensah et al., 2022). This is particularly important in highly competitive industries, where consumers consistently assess the capabilities of different platforms and choose those that provide superior information (Chen & Shen, 2021).

Perceived usefulness significantly influences consumer behavior, especially in online commerce. Its effects manifest in various ways, such as improving consumer awareness, saving time and resources, generating economic benefits, and ultimately stimulating purchase behavior. Based on this understanding, we have formulated the following hypothesis (H):

H1: The perceived usefulness of content related to online shopping has a positive impact on consumers' engagement.

Ease of use refers to how users perceive the simplicity of using a technology and is one of the key factors influencing their decision-making and behavior in online environments (Davis, 1989). This concept describes how easily users can understand and utilize a technology's functions without facing difficulties (Venkatesh & Davis, 2000; Lim et al., 2012). When users find technology easy to use, they are more likely to rely on it, leading to greater engagement and loyalty (Gefen & Straub, 2003). A platform that provides transparent navigation, fast loading times, and well-organized content significantly enhances the user experience (Mensah et al., 2022; Chen & Shen, 2021). Therefore, we can propose the following hypothesis:

H2: Ease of use of online shopping-related content has a positive impact on consumer engagement.

Content informativeness is one of the most important driving factors when considering content characteristics, because it is precisely this factor that allows consumers to have detailed information about the product, which subsequently reduces the risk of making a decision when choosing a product (Stephen et al., 2015; Jilv et al., 2025). Informative content is not only interesting to consumers and satisfies their demand to know all the details about the product, but also helps them make decisions and makes them feel better informed. An interested consumer continues to follow the brand's content to obtain the necessary information and deepen their knowledge (Handoyo, 2024). Based on the reviewed literature, we formulated the following hypothesis:

H3: The informativeness of content related to online shopping has a positive effect on consumer engagement.

One of the key psychological factors influencing technology adoption is a user's attitude towards using the technology. This concept encompasses the user's cognitive, emotional, and behavioral responses to a specific system or platform (Ajzen, 1991). Attitude, as a psychological construct, is shaped by two main variables: perceived usefulness and perceived ease of use, which together form a strong basis for technology adoption (Davis, 1989). Research has indicated that attitude, as an overall mental assessment, serves as a filter for how users perceive other variables. A user with a positive attitude towards a system tends to view perceived challenges more favorably and assesses the benefits more intensely (Bagozzi, 2007; Phan et al., 2020). Based on these findings, we can propose the following hypothesis:

H4: Engagement with online shopping-related content has a positive impact on consumers' attitudes towards it.

It is noteworthy that a positive attitude towards a system increases the intention to use it and ultimately — the actual use (Venkatesh & Davis, 2003). For example, if a consumer considers a digital platform not only functional, but also comfortable and pleasant to interact with, their willingness to use the system increases significantly (Chuttur, 2009; Yüksel, 2016; Shuqair et al., 2016). This approach is especially relevant in the field of online shopping, where a consumer's emotional connection with the platform often determines their purchase intention (Lim & Ting, 2012; Hollebeek et al., 2019; Pektas & Hassan, 2020). Therefore, we developed the following hypothesis:

H5: Attitude towards online shopping-related content has a positive impact on their purchase intention.

Based on the literature review, we developed a conceptual model for the study, which is presented in Figure 1. The study includes three independent variables (perceived usefulness, perceived ease of use, and informativeness), one mediating variable (engagement), and two dependent variables (attitude and behavioral intention). This conceptual model shows the relationship between the above variables.

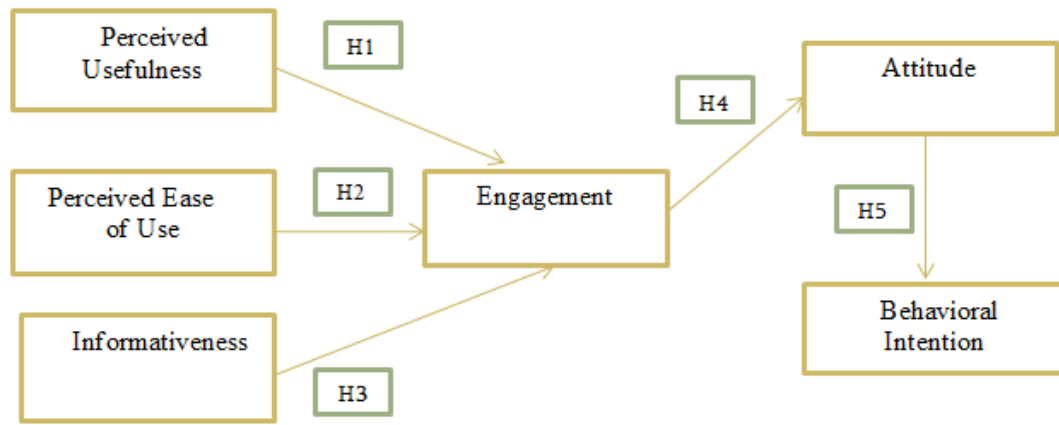


Figure 1: Research model

RESEARCH METHODOLOGY

The research employed a consumer survey method using a questionnaire as the research instrument. This questionnaire included several structured questions derived from the opinions of the authors discussed in the literature review section of this paper. Table 1 presents the structure, relevant provisions, and the names of the authors.

Table 1: Research construct

Variables	Measurement Items	Adapted from source(s)
Perceived Usefulness	The content I found or saw is useful in my daily life	Kwon et al (2021); Lou & Xie (2021)
	The content I found or saw has helped me spend money more economically	
	Content videos provide useful information about the brand	
Perceived Ease of Use	I think that the information provided in digital content is easy to understand	Davis (1989); Mensah et al. (2022); Lim et al. (2012)
	I have sufficient skills to use the information provided in digital content	
	Access to information in digital content about online shopping is flexible	
	I think that most digital content is easy to use when shopping online	
	I think that most digital content is easy to use when shopping online	
	The information provided in digital content makes it easier for me to decide on online shopping	
Informativeness	The content gives me information on how to use the product/brand	Stephen et al. (2015)
	The content directly promotes an event related to the brand	
	The content provides timely information about the brand	
	The content videos provide valuable information about the brand	
Engagement	I like and comment on content posted on social media	Phan et al. (2020)

	I am motivated to engage with content posted on social media positively	
	I will participate in social media activities related to brand content	
	I help promote the brand by sharing content related to it on social media	
Attitude	Content shared by users increases brand awareness	Shuqair et et al.(2016);
	Content shared by users gives the impression that the brand is of good quality	Hollebeek et et. (2019)
	Content shared by users makes the brand more valuable	
Behavioral Intention	I think it is reasonable to buy a product online through content	Yüksel (2016)
	If given the opportunity, I would consider purchasing the product mentioned in the content in the future	Pektas & Hassan (2020)
	I intend to buy the product offered in the digital content	

Source: author’s work

Probability sampling was utilized to select participants from the general population. According to census data from Datareportal (2024), the total population of Georgia is 3,726,400. Within this population, 2,860,000 individuals aged 18 and older are identified as Internet users, making them the target population for this study. The sample size was calculated using the Krejcie & Morgan formula (Krejcie & Morgan, 1970). With a 95% confidence level and a margin of error of 4%, a sample size of 601 respondents was determined to be appropriate. Considering an expected response rate of 70-75%, which is acceptable in questionnaire-based studies (Heslop et al., 1998), a total of 880 respondents were contacted via social media and email. Ultimately, 805 completed questionnaires were received, resulting in a response rate of 91.5%. The collected data were subsequently analyzed using SPSS-27 statistical software.

In such studies, the Cronbach's alpha coefficient (Cronbach's alpha) is used to determine the reliability of the measures. A reliability coefficient is considered acceptable if it is 0.60 or higher (Nunnally, 1967). The reliability statistics we obtained are presented in Table 2, which shows that the Cronbach's alpha coefficient for each variable exceeds 0.8, indicating a high level of reliability.

Table 2: Reliability statistics

Variables	Cronbach's alpha	Number of items
Perceived Usefulness	0.836	3
Perceived Ease of Use	0.918	6
Informativeness	0.892	4
Engagement	0.917	4
Attitude	0.911	3
Behavioral Intention	0.922	3

Source: SPSS output based on own data

RESULT AND DISCUSSION

A total of 805 respondents participated in our survey, with a significant majority being female (70.7%). The most active age group among respondents is 18 to 24 years old, comprising 62.2% of the participants. We found that 58% of respondents have been using the Internet for over 10 years. Additionally, 77% of users utilize the Internet for both personal and professional purposes. Notably, 69% of respondents have been using social media platforms for more than 5 years. In terms of electronic devices, the majority (82%) reported using smartphones. When asked about their use of digital content while shopping online, 83% responded positively. Our survey indicated that most respondents agree that online shopping content provides valuable information on how to use a product or brand. They believe that such content directly promotes events related to the brand and delivers timely information about it. Furthermore, respondents found that videos included in this content offer useful insights about the brands. It is also noteworthy that the content they searched for or viewed while shopping online proves to be helpful in their daily activities, allowing them to spend money more wisely. Respondents generally expressed a neutral stance toward engagement determinants. They indicated that they like and comment on content posted on social media, feel motivated to engage positively with such content, participate in brand-related activities on social media, and help promote the brand by sharing related content.

The first hypothesis concerns the impact of utility on customer engagement. To test hypothesis H1, we used regression analysis, as a result of which hypothesis H1 was confirmed (see Table 3). Also, the model is reliable ($P < 0.05$; $F > F_{cr} \ 314.896 > 3.84$), therefore, we can conclude that utility has a positive impact on customer engagement. In addition, the coefficient of determination of 0.282 shows that only 28.2% of the variance in utility is explained by simple regression, while the remaining 71.8% remains unexplained.

Table 3: Regression analysis of the impact of informativeness, usefulness, and ease of use on online shopping-related content engagement

a) Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson	
1	.531	.282	.281	3.59642	1.944	
2	.456	.208	.207	3.77569	1.817	
3	.441	.194	.193	3.80884	1.830	
b) ANOVA						
Model		Sum of Squares	DF	Mean Square	F	P
1	Regression	4072.949	1	4072.949	314.896	.000
	Residual	10386.211	803	12.934		
	Total	14459.160	804			
2	Regression	3011.717	1	3011.717	211.262	.000
	Residual	11447.443	803	14.256		
	Total	14459.160	804			
3	Regression	2809.812	1	2809.812	193.683	.000

	Residual	11649.348	803	14.507		
	Total	14459.160	804			
c) Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	P
		B	Std. Error	β		
1	(Constant)	4.384	.446		9.836	.000
	Usefulness	.784	.044	.531	17.745	.000
2	(Constant)	5.097	.491		10.380	.000
	Ease of Use	.272	.019	.456	14.535	.000
3	(Constant)	5.589	.478		11.703	.000
	Informativeness	.461	.033	.441	13.917	.000
Notes: Predictors (Constant): Usefulness, Ease of use, and Informativeness; Dependent Variable: Engagement						

Source: SPSS output based on own data

In the next stage of the study, we examined the respondents' assessment of the ease of use of content for online shopping. It turned out that most consumers agree with the statements that the information provided in digital content is easy to digest, that most digital content is easy to use when shopping online, and that digital content makes it easy for consumers to find what they need, and that the information obtained simplifies their decision-making about online shopping. To test hypothesis H2, we used regression analysis, as a result of which hypothesis H2 was confirmed. Also, the model is reliable ($P < 0.05$; $F > F_{cr} 211.262 > 3.84$); therefore, we can conclude that the ease of use of content has a positive effect on consumer engagement. In addition, the coefficient of determination of 0.208 shows that only 20.8% of the variation in ease of use is explained by simple regression, while the remaining 79.2% remains unexplained. Based on the regression analysis, the presence of autocorrelation was tested using the Durbin–Watson statistical test. The value reaches -1.817; therefore, we can assume that the residuals of the regression model are randomly distributed and do not violate the assumption of no autocorrelation.

The third hypothesis examines the effect of content informativeness on user engagement. To test this hypothesis (H3), we utilized regression analysis, which confirmed the hypothesis. Additionally, the model demonstrated reliability ($P < 0.05$; $F > F_{cr} 193.683 > 3.84$). This indicates that content informativeness positively impacts user engagement. Furthermore, the coefficient of determination is 0.194, meaning that only 19.4% of the variation in informativeness can be explained by the simple regression model, while the remaining 80.6% remains unexplained. As part of the regression analysis, we also checked for autocorrelation using the Durbin–Watson statistical test. The value obtained was -1.830, suggesting that the residuals of the regression model are randomly distributed and thus do not violate the assumption of no autocorrelation.

In the next phase of our study, we analyzed the respondents' statements regarding their attitudes toward content in online shopping. It was found that most consumers agree that content shared by other consumers enhances brand awareness, creates a perception of high-quality branding, and adds value to the brand. To test hypothesis H4, we conducted a regression analysis, which confirmed the hypothesis (see Table 4). Additionally, the model was deemed reliable ($P < 0.05$; $F > F_{cr} 212.842 > 3.84$), allowing us to conclude that consumer involvement positively influences attitudes toward content. Furthermore, the coefficient of determination, which is 0.210,

indicates that only 21% of the variation in attitudes toward content is explained by simple regression, leaving 79% unexplained. We also checked for autocorrelation using the Durbin-Watson statistical test, which yielded a value of -1.876. This suggests that the residuals of the regression model are randomly distributed and do not violate the assumption of no autocorrelation.

Table 4: Regression analysis of the impact of consumer engagement on attitudes towards online shopping-related content

a) Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson	
4	.458	.210	.209	2.81335	1.876	
b) ANOVA						
Model		Sum of Squares	DF	Mean Square	F	P
4	Regression	1684.626	1	1684.626	212.842	.000
	Residual	6355.677	803	7.915		
	Total	8040.303	804			
c) Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	P
		B	Std. Error	β		
4	(Constant)	6.662	.297		22.426	.000
	Engagement	.341	.023	.458	14.589	.000
Notes: Predictors (Constant): Consumer engagement; Dependent Variable: Attitudes towards online shopping-related content						

Source: SPSS output based on own data

In the next stage of the study, we examined the respondents' assessments of their purchase intentions regarding online shopping. The findings revealed that most consumers expressed neutral feelings toward the idea of purchasing a product online based on its content. However, they indicated that if given the opportunity in the future, they would consider buying the product mentioned in that content. Accordingly, the fifth hypothesis explores the influence of consumers' attitudes toward content on their purchase intentions. To test hypothesis H5, we conducted regression analysis, which led to the confirmation of hypothesis H5 (see Table 5). The model proved to be reliable ($P < 0.05$; $F > F_{kr} \ 616.808 > 3.84$), allowing us to conclude that attitudes toward content positively affect purchase intentions. Nevertheless, the coefficient of determination of 0.434 indicates that only 43.4% of the variation in purchase intentions is explained by this simple regression, leaving 56.6% of the variation unexplained.

Table 5: Regression analysis of the impact of attitude towards online shopping-related content on purchase intention

a) Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson	
5	.659	.434	.434	2.23818	1.941	
b) ANOVA						
Model		Sum of Squares	DF	Mean Square	F	P
5	Regression	3089.866	1	3089.866	616.808	.000
	Residual	4022.586	803	5.009		
	Total	7112.452	804			
c) Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	P
		B	Std. Error	β		
5	(Constant)	3.364	.280		12.032	.000
	Attitude	.620	.025	.659	24.836	.000
Notes: Predictors (Constant): Attitude towards online shopping-related content; Dependent Variable: Purchase intention						

Source: SPSS output based on own data

CONCLUSION

This study provides empirical evidence on the factors that influence consumer engagement, attitudes, and purchasing power in the digital landscape. It confirms that the informativeness, usefulness, and ease of use of online shopping-related content significantly impact consumer engagement. Furthermore, engagement and attitude serve as key mediating factors that connect antecedents to purchase intention. The findings indicate that consumers' cognitive and emotional evaluations of content marketing play a crucial role in shaping their behavioral intentions. Additionally, this study enriches the theoretical framework of digital consumer behavior by integrating literature on content marketing. It highlights that attitude functions as a psychological mechanism through which engagement influences behavioral intention, while also extending the technology adoption model. Consequently, this research contributes to the development of content marketing theory by clearly identifying the specific pathways of influence among cognitive, emotional, and behavioral constructs. From a managerial perspective, the results emphasize the importance of developing content marketing strategies that enhance customer engagement by focusing on ease of use, usefulness, and informativeness. Marketers should prioritize the creation of authentic, high-quality content that fosters trust and strengthens positive perceptions, ultimately increasing purchase intent. Georgian organizations operating in the digital space can utilize these insights to refine their content strategies, improve customer experiences, and cultivate lasting loyalty.

The study presents strong evidence backed by thorough analysis, but there are several limitations to consider. Firstly, the cross-sectional nature of the data restricts our ability to make causal inferences. Additionally, the

composition of the representative group may limit the generalizability of the results. Cultural factors could have influenced perceptions of content, especially if the data were collected from a specific demographic or geographic segment. Moreover, the study's emphasis on quantitative research overlooks potentially valuable qualitative insights regarding consumer motivations that shape perceptions.

To further enhance our findings, future research should employ longitudinal and experimental methods to establish causality and examine changes over time in consumer engagement and purchase intentions. Additionally, future studies could investigate the impact of emerging digital technologies, such as artificial intelligence and virtual influencers, on consumer perceptions of content marketing.

REFERENCES

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
2. AlFraihat, S. F. A., Ali, A. M., Hodaifa, G., & Alghizzawi, M. (2025). The Impact of Digital Content Marketing on Brand Defence: The Mediating Role of Behavioural Engagement and Brand Attachment. *Administrative Sciences*, 15(4), 124.
3. Asghar, A., Haneef, M., Dhillon, N. R., & Jan, R. (2024). The influence of social media use on academic performance: Exploring the role of cognitive load, Self-Regulation, and motivation among student. *Review of Applied Management and Social Sciences*, 7(4), 725–740.
4. Bagozzi, R. P. (2007). The legacy of the technology acceptance model and a proposal for a paradigm shift. *Journal of the association for information systems*, 8(4), 3.
5. Bu, Y., Parkinson, J., & Thaichon, P. (2021). Digital content marketing as a catalyst for e-WOM in food tourism. *Australasian Marketing Journal*, 29(2), 142-154.
6. Chen, X., Shen, X., Huang, X., & Li, Y. (2021). Research on social media content marketing: An empirical analysis based on China's 10 metropolis for Korean brands. *Sage Open*, 11(4), 21582440211052951.
7. Chuttur, M. (2009). Overview of the technology acceptance model: Origins, developments and future directions.
8. Datareportal. (2024). Digital 2024: Georgia. Retrieved from: <https://datareportal.com/reports/digital-2024-georgia>
9. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 13(3), 319-340.
10. Du Plessis, C. (2022). A scoping review of the effect of content marketing on online consumer behavior. *Sage Open*, 12(2), 21582440221093042.
11. Fan, L., Wang, Y., & Mou, J. (2024). Enjoy to read and enjoy to shop: An investigation on the impact of product information presentation on purchase intention in digital content marketing. *Journal of Retailing and Consumer Services*, 76, 103594.
12. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90.
13. Gregoriades, A., Pampaka, M., Herodotou, H., & Christodoulou, E. (2021). Supporting digital content marketing and messaging through topic modelling and decision trees. *Expert systems with applications*, 184, 115546.
14. Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8), e29714.
15. Heslop, L. A., Papadopoulos, N., & Bourk, M. (1998). An interregional and intercultural perspective on subcultural differences in product evaluations. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 15(2), 113-127.
16. Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Research in Interactive Marketing*, 14(1), 133-151.
17. Hollebeek, Linda & Macky, Keith. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*. 45. 27-41.

18. Izogo, E. E., & Mpinganjira, M. (2024). Digital content marketing consumption motives in the age of social media: an investigation of relational and monetary outcomes. *Aslib Journal of Information Management*, 76(2), 353-378.
19. Jefferson, S., & Tanton, S. (2015). *Valuable content marketing: how to make quality content your key to success*. Kogan Page Publishers.
20. Jilv, X., Zelin, T., Rehman, M., & Hussain, T. (2025). Informational or emotional? The influencing mechanism of digital corporate social responsibility related interactive content on product purchase intention. *Acta Psychologica*, 255, 104988.
21. Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607-610.
22. Kwon, J. H., Kim, S., Lee, Y. K., & Ryu, K. (2021). Characteristics of social media content and their effects on restaurant patrons. *Sustainability*, 13(2), 907.
23. Lim, W. M., & Ting, D. H. (2012). E-shopping: An analysis of the uses and gratifications theory. *Modern Applied Science*, 6(5), 48.
24. Lim, W. M., & Ting, D. H. (2012). E-shopping: an Analysis of the Technology Acceptance Model. *Modern Applied Science*, 6(4), 49.
25. Liu, K., & Xian, H. (2023). Research on the Evaluation of Tourism Digital Content Marketing Based on PCA-AHP. In: Hassanien, A.E., Zheng, D., Zhao, Z., Fan, Z. (eds) *Business Intelligence and Information Technology Smart Innovation, Systems and Technologies*. Springer, Singapore. 358.
26. Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376-402.
27. Madi, J., Khasawneh, M. A., & Dandis, A. O. (2024). Visiting and revisiting destinations: impact of augmented reality, content quality, perceived ease of use, perceived value and usefulness on E-WOM. *International Journal of Quality & Reliability Management*, 41(6), 1550–1571.
28. Mathew, V., & Soliman, M. (2021). Does digital content marketing affect tourism consumer behavior? An extension of technology acceptance model. *Journal of Consumer Behaviour*, 20(1), 61-75.
29. Matin, A., Khoshtaria, T., & Todua, N. (2022). The impact of social media influencers on brand awareness, image and trust in their sponsored content: An empirical study from Georgian social media users. *International Journal of Marketing, Communication and New Media*, 10(18).
30. Mensah, I. K., Adams, S., Adjei, J. K., & Mwakapesa, D. S. (2022). Drivers of egovernment adoption amidst COVID-19 pandemic: The Information Adoption Model (IAM) approach. *Information development*, 38(4), 494-509.
31. Mokha, A. K., & Kumar, P. (2021). Using the Technology Acceptance Model (TAM) in Understanding Customers' Behavioural Intention to Use E-CRM: Evidence from the Banking Industry. *Vision the Journal of Business Perspective*.
32. Musa, H. G., Fatmawati, I., Nuryakin, N., & Suyanto, M. (2024). Marketing research trends using technology acceptance model (TAM): A comprehensive review of researches (2002–2022). *Cogent business & management*, 11(1), 2329375.
33. Nunnally, J.C. (1967). *Psychometric Theory*. New York, NY: McGraw-Hill Book Company.
34. Odoom, R. (2025). Digital content marketing and consumer brand engagement on social media-do influencers' brand content moderate the relationship? *Journal of Marketing Communications*, 31(4), 491-514.
35. Pektas, S. Y., & Hassan, A. (2020). The effect of digital content marketing on tourists' purchase intention. *Journal of Tourismology*, 6(1), 79-98.
36. Phan, Q. P. T., Pham, T. N., & Nguyen, L. H. L. (2020). How to drive brand engagement and EWOM intention in social commerce: A competitive strategy for the emerging market. *Journal of Competitiveness*.
37. Shuqair, S., Cragg, P., Zaidan, A., & Mitchell, T. (2016). The influence of users generated content on attitude towards brand and purchase intentions—case of Bahrain. *International Journal of Business Marketing and Management*, 1(5), 9-20.
38. Stephen, A. T., Sciandra, M. R., & Inman, J. J. (2015). The effects of content characteristics on consumer engagement with branded social media content on Facebook. *Marketing Science Institute Working Paper Series*, 15(110), 1-51.

39. Terho, H., Mero, J., Siutla, L., & Jaakkola, E. (2022). Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, 105, 294-310.
40. Todua, N., & Jashi, C. (2018). Influence of social marketing on the behavior of Georgian consumers regarding healthy nutrition. *Bull. Georg. Natl. Acad. Sci*, 12(2), 183-190.
41. Todua, N., & Todua, N. (2024). The Influence of Digital Media Marketing Activities on Healthcare Consumer Behavior. In *International Scientific-Practical Conference* (pp. 208-221). Cham: Springer Nature Switzerland.
42. Todua, N., & Urotadze, E. (2025). Effect of Social Media Influencers on Consumer Brand Engagement and Its Implications on Purchase Intention. In *Brand Creation and Management in the Phygital Era* (pp. 541-562). IGI Global Scientific Publishing.
43. Vahabi, S. M., Rahiminik, A., & Heydari, S. A. (2025). Identifying the Antecedents and Consequences of Digital Content Marketing in Online Insurance Companies. *International Journal of Digital Content Management*, 6(10), 220-250.
44. Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186–204.
45. Wang, Ming, & Jaewon Choi. (2022). How Web Content Types Improve Consumer Engagement through Scarcity and Interactivity of Mobile Commerce? *Sustainability* 14(9): 4898.
46. YU. J. & LI. J. (2023). The Influence of Content Marketing on Consumers' Purchase Intention Based on SOR Theory. *Journal of Asia-Pacific and European Business*; 3 (1).
47. Yüksel, Hale. (2016). Factors Affecting Purchase Intention in YouTube Videos. *Bilgi Ekonomisi ve Yönetimi Dergisi*. 11, 33-47.