

The Influence Of Content Marketing on Consumer Purchase Intention (Study on TikTok @otsky_official in Indonesia)

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Abstract

The rapid growth of short form video based social media platforms, particularly TikTok, has transformed digital marketing practices through content marketing strategies. This study aims to examine the effect of content marketing on consumer purchase intention, measured through the dimensions of reliability, disbelief, and persuasion knowledge, on the TikTok account @otsky_official in Indonesia. This research adopts a quantitative approach using a survey method. Data were collected through an online questionnaire distributed to 168 TikTok users who had viewed or interacted with content from @otsky_official, selected using non-probability sampling with a purposive sampling technique. The data were analyzed using multiple linear regression with SPSS. The results indicate that reliability has a positive and significant effect on purchase intention, disbelief has no significant effect on purchase intention, and persuasion knowledge has a positive and significant effect on purchase intention. These findings suggest that the effectiveness of content marketing on TikTok is influenced by the perceived credibility of information, the level of consumer skepticism, and consumers' awareness of persuasive intent embedded in marketing content.

Keywords: Content Marketing, Reliability, Disbelief, Persuasion Knowledge, Purchase Intention, Tiktok.



INTRODUCTION

The accelerated growth of internet technology has significantly transformed communication patterns and business practices in modern society. As a global communication network, the internet enables real-time information exchange across geographical boundaries through wired, wireless, and satellite-based technologies (Pambayu & Trianasari, 2023). One of the most prominent manifestations of this digital transformation is the emergence of social media platforms, which have fundamentally altered the way individuals communicate, interact, and consume information (Setiawan et al., 2025).

Social media has evolved from a one-way communication channel into an interactive digital space that allows users to create, share, and engage with content dynamically (Kaplan & Haenlein, 2010). This transformation has positioned social media as a primary source of information, entertainment, and social interaction, particularly among younger generations (Sadat & Ibrahim, 2017). In Indonesia, the intensity of social media usage continues to increase, with an average daily usage exceeding three hours, indicating that social media has become an integral part of everyday digital activities (We Are Social, 2025).

Among various social media platforms, TikTok has emerged as one of the most influential channels due to its short-form video format, interactive features, and algorithm-driven content personalization (Montag et al., 2021). TikTok's ability to tailor content based on user behavior such as likes, comments, and watch duration allows brands to reach audiences more effectively and personally (Kumar et al., 2022). This characteristic provides substantial opportunities for companies to implement content marketing strategies that emphasize creativity, engagement, and storytelling.

Content marketing has become a dominant strategy in digital promotion, focusing on creating and distributing valuable, relevant, and consistent content to attract and retain target audiences (Pulizzi, 2014). Unlike traditional advertising, content marketing prioritizes relationship building and long-term engagement rather than immediate sales outcomes (Holliman & Rowley, 2014). According to Yazgan Pektas and Hassan (2020), the effectiveness of content marketing can be evaluated through three key dimensions: reliability, disbelief, and persuasion knowledge. These dimensions reflect how consumers assess the credibility of content, their level of skepticism, and their awareness of persuasive intent within marketing messages.

OTSKY, a local streetwear brand originating from Lampung, has actively utilized TikTok as its primary digital marketing platform. Despite achieving high engagement rates

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and a substantial follower base, various consumer responses indicate inconsistencies related to content reliability, skepticism toward promotional claims, and awareness of persuasive strategies. These issues raise questions regarding the actual effectiveness of content marketing in influencing consumer purchase intention. Therefore, this study seeks to analyze the influence of content marketing dimensions—reliability, disbelief, and persuasion knowledge—on consumer purchase intention in the context of TikTok marketing conducted by @otsky_official.

LITERATURE REVIEW

Marketing

Marketing is a fundamental managerial process that enables organizations to identify, anticipate, and satisfy consumer needs profitably. Kotler and Armstrong (2008) define marketing as a social and managerial process through which individuals and organizations obtain what they need and want by creating and exchanging value with others. Similarly, the American Marketing Association (2013) emphasizes marketing as activities and processes for creating, communicating, delivering, and exchanging offerings that have value for customers and society.

Marketing is not merely transactional but relational, focusing on long-term value creation and customer satisfaction (Kotler & Keller, 2016). In the digital era, marketing activities increasingly integrate technology to enhance communication effectiveness and consumer engagement, making marketing strategies more adaptive and data-driven.

Consumer Behavior

Consumer behavior refers to the processes individuals or groups use to select, purchase, use, and evaluate products or services to satisfy their needs and desires (Solomon, 2007). According to Kotler and Keller (2016), consumer behavior is influenced by cultural, social, personal, and psychological factors, all of which shape purchasing decisions.

Peter and Olson (2010) explain that consumer behavior involves dynamic interactions between cognition, emotion, behavior, and environmental influences. In digital contexts, consumers tend to rely heavily on online information, reviews, and social media content when forming purchase intentions (Zakaria et al., 2024). This condition highlights the importance of digital marketing content in shaping consumer perceptions and decision-making processes.



Theory of Planned Behavior

This study is grounded in the Theory of Planned Behavior (TPB), which explains that individual behavior is driven by behavioral intention, influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). TPB extends the Theory of Reasoned Action by incorporating perceived behavioral control to better predict behavior in situations where individuals may face constraints.

In the context of digital marketing, TPB is highly relevant for explaining online purchase intention. Attitudes toward content marketing, social influence from peers or online communities, and perceived control over online purchasing collectively shape consumers' intentions to buy products promoted through social media platforms such as TikTok. Therefore, TPB provides a robust theoretical foundation for understanding how marketing content influences consumer purchase intention.

Digital Marketing

Digital marketing refers to marketing activities that utilize digital technologies, particularly the internet, to communicate value propositions and engage consumers (Chaffey & Chadwick, 2022). Musnaini et al. (2020) argue that digital marketing enables firms to conduct integrated promotional activities, ranging from product information dissemination to transaction facilitation.

Ryan (2014) identifies content marketing as one of the most effective digital marketing strategies, alongside search engine optimization, affiliate marketing, and corporate websites. Among these strategies, content marketing plays a central role in social media-based promotion due to its ability to blend information, entertainment, and persuasion within a single communication format.

Content Marketing

Content marketing is defined as a strategic approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience (Pulizzi, 2014). Kotler et al. (2019) emphasize that content marketing aims to stimulate engagement and long-term relationships rather than immediate sales outcomes.

In social media platforms such as TikTok, content marketing is delivered primarily through short-form videos that combine storytelling, entertainment, and persuasive messaging. According to Holliman and Rowley (2014), content marketing can take the



form of sponsored content or user-generated content, both of which significantly influence consumer perceptions and trust.

Yazgan Pektas and Hassan (2020) conceptualize content marketing effectiveness through three core dimensions: reliability, disbelief, and persuasion knowledge. This model is particularly relevant for social media environments where consumers are exposed to high volumes of promotional content and must actively evaluate message credibility.

Reliability

Reliability refers to the extent to which marketing content is perceived as accurate, consistent, and trustworthy. Zeithaml et al. (2018) define reliability as the ability to deliver promised information dependably and accurately. In digital marketing, reliability is essential for building consumer trust, as online consumers cannot directly evaluate products before purchase (Gefen & Straub, 2004).

When promotional content accurately represents product quality and performance, consumers are more likely to develop positive attitudes and stronger purchase intentions (Kotler & Keller, 2016). Conversely, inconsistencies between content claims and actual product experience may damage brand credibility and reduce consumer trust.

Disbelief

Disbelief reflects consumers' skepticism toward marketing messages, particularly when content appears exaggerated or overly promotional (Yazgan Pektas & Hassan, 2020). High levels of disbelief can lead consumers to question the authenticity and credibility of marketing content.

Eisend (2022) explains that excessive persuasion cues and unrealistic claims may trigger consumer resistance, weakening the persuasive power of marketing messages. In social media environments, disbelief often arises when consumers encounter repetitive claims, overly polished visuals, or homogeneous testimonials, which can negatively influence purchase intention.

Persuasion Knowledge

Persuasion knowledge refers to consumers' awareness and understanding of persuasive tactics used by marketers (Friestad & Wright, 1994). According to the Persuasion Knowledge Model, consumers who recognize persuasive intent are more likely to critically evaluate marketing messages and adjust their responses.

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Lee (2013) argues that high persuasion knowledge can reduce message effectiveness by increasing consumer skepticism. However, when persuasion strategies are perceived as transparent and ethical, persuasion knowledge may not necessarily lead to negative outcomes. In the context of influencer marketing and soft-selling strategies on TikTok, persuasion knowledge plays a crucial role in shaping consumer trust and purchase intention.

Purchase Intention

Purchase intention represents a consumer's likelihood or willingness to buy a product (Kotler & Keller, 2016). It is a key predictor of actual purchasing behavior and reflects the outcome of cognitive and affective evaluations of marketing stimuli.

Previous studies indicate that purchase intention is strongly influenced by content credibility, perceived authenticity, and consumer trust in marketing messages (Qiu et al., 2024; Luo et al., 2025). In social media marketing, purchase intention emerges as a response to how consumers interpret and evaluate content marketing dimensions.

PROPOSED METHOD

Research Design

This study employs quantitative data as the primary source of analysis, as the research aims to empirically examine the causal relationship between content marketing and consumer purchase intention. Quantitative data are appropriate for this study because they enable objective measurement of respondents' perceptions and facilitate statistical testing of hypotheses.

The data used in this research consist of primary data obtained directly from respondents through a structured questionnaire. The questionnaire was distributed online to TikTok users in Indonesia who had previously viewed or interacted with promotional content from the TikTok account @otsky_official. Respondents' perceptions were measured using a Likert scale, which allows the transformation of subjective evaluations into numerical data suitable for statistical analysis. The questionnaire items were developed based on established theoretical constructs. Content marketing was measured using three dimensions; reliability, disbelief, and persuasion knowledge, while purchase intention was measured using indicators adapted from Yazgan Pektas and Hassan



(2020). All constructs reflect consumers' responses to marketing content in a social media context

In addition to primary data, this study also utilizes secondary data to support the research framework and contextual background. Secondary data were obtained from academic journals, books, industry reports, and official statistical publications related to digital marketing, social media usage, and consumer behavior. These data were used to strengthen the theoretical foundation, develop research variables, and support the interpretation of empirical findings.

Data analysis was conducted using SPSS. Multiple linear regression analysis was employed to examine the effect of reliability, disbelief, and persuasion knowledge on purchase intention. The analysis included descriptive statistics, validity and reliability testing, and hypothesis testing using t-tests, F-tests, and the coefficient of determination (R^2) to assess both partial and simultaneous effects of the independent variables on the dependent variable.

RESULTS AND DISCUSSION

Validity Test

Table 1. Recapitulation of Validity Test

Variable	Item	KMO	Factor Loading	Description
Reliability	1	0,929	0,702	Valid
	2		0,726	Valid
	3		0,725	Valid
	4		0,668	Valid
	5		0,665	Valid
	6		0,707	Valid
	7		0,745	Valid
	8		0,682	Valid
	9		0,714	Valid
	10		0,672	Valid
	11		0,758	Valid
Disbelief	1	0,752	0,721	Valid
	2		0,809	Valid
	3		0,899	Valid
	4		0,859	Valid
Persuasion Knowledge	1	0,711	0,853	Valid
	2		0,801	Valid
	3		0,846	Valid
	4		0,792	Valid



	5		0,778	Valid
Purchase Intention	1	0,768	0,841	Valid
	2		0,760	Valid
	3		0,797	Valid
	4		0,826	Valid

Source: data processing, 2026

Validity testing is conducted to measure the validity of a research instrument. An instrument is considered valid if it can measure what it is intended to measure. Based on the validity test results, an item is considered valid if it has a factor loading value > 0.50 . This high factor loading value indicates that each indicator is able to adequately represent the construct being measured.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Stand	Description
Reliability	0,899	0,7	Reliabel
Disbelief	0,835	0,7	Reliabel
Persuasion Knowledge	0,720	0,7	Reliabel
Purchase Intention	0,818	0,7	Reliabel

Source: data processing, 2026

The reliability test aims to determine whether the questionnaire maintains consistency when measurements are taken repeatedly. The table above shows that the reliability test results show a Cronbach's alpha value of ≥ 0.7 for all instrument items. This indicates that each statement item has a high level of internal consistency.

Frequency Distribution of Respondent

Answers Responses Regarding Reliability (X1)

Table 3. Respondents' Responses Regarding Reliability

No	Statement	Frequency of Responses					Mean
		STS	TS	N	S	SS	
1	The TikTok content of @otsky_official conveys factual information well.	0	0	26	109	33	4,04
2	The TikTok content of @otsky_official is necessary.	0	0	32	66	70	4,23
3	I believe that the TikTok content of @otsky_official is informative.	0	0	17	109	42	4,15

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4	The TikTok content of @otsky_official is a reliable source of information regarding the quality and performance of Otsky products.	0	0	14	97	57	4,26
5	The TikTok content of @otsky_official provides useful information about Otsky products.	0	0	15	92	61	4,27
6	The TikTok content of @otsky_official generally presents a realistic depiction of Otsky products.	0	0	27	83	58	4,18
7	I feel that the TikTok content of @otsky_official provides information accurately.	0	0	25	88	55	4,18
8	The TikTok content of @otsky_official provides essential basic information about Otsky products.	0	0	18	92	58	4,24
9	I trust the accuracy of the information presented in the TikTok content of @otsky_official.	0	0	26	89	53	4,16
10	The TikTok content of @otsky_official is generally trustworthy.	0	0	25	86	57	4,19
11	The TikTok content of @otsky_official is a good way to obtain information about Otsky products.	0	0	21	86	61	4,24
Mean							4.19

Source: data processing, 2026

Based on the frequency distribution results, the reliability (X1) variable shows a high mean score of 4.19, indicating that respondents perceive the TikTok content of @otsky_official as accurate, informative, and trustworthy. This finding suggests that the content effectively delivers factual and useful product information, reinforcing consumer trust in the credibility of Otsky's TikTok marketing content. The high reliability perception supports the role of content marketing as a dependable information source in influencing consumer purchase intention.

Answers Responses Regarding Disbelief (X2)

Table 4. Respondents' Responses Regarding Disbelief

No	Statement	Frequency of Responses					Mean
		STS	TS	N	S	SS	
1	The TikTok content of @otsky_official significantly reduces the time I spend making a purchase decision. *	10	30	36	64	28	3.42



2	I tend to ignore the TikTok content of @otsky_official. *	4	17	34	61	52	3.83
3	I do not obtain useful information from the TikTok content of @otsky_official. *	2	12	17	67	70	4.14
4	I consider the TikTok content of @otsky_official to be annoying. *	5	11	15	58	79	4.16
	Mean						3.8

Source: data processing, 2026

Based on the frequency distribution results, the disbelief (X2) variable shows a mean score of 3.80, which is categorized as moderate. This indicates that respondents exhibit a certain level of skepticism toward the TikTok content of @otsky_official. The presence of moderate disbelief suggests that although some respondents perceive the content as intrusive or uninformative, this perception does not fully dominate their overall evaluation. Consequently, while skepticism exists, the promotional content remains generally acceptable and does not completely hinder consumer purchase intention.

Answers Responses Regarding Persuasion Knowledge (X3)

Table 5. Respondents' Responses Regarding Persuasion Knowledge

No	Statement	Frequency of Responses					Mean
		STS	TS	N	S	SS	
1	The TikTok content of @otsky_official subtly attempts to influence consumers in a way that I do not like. *	1	0	68	92	7	3.62
2	I think that the products displayed in the TikTok content of @otsky_official are indeed intended to be sold.	0	11	34	84	39	3.90
3	I am aware of the tactics used to introduce products in the TikTok content of @otsky_official.	0	3	55	88	22	3.77
4	I think that the TikTok content of @otsky_official clearly attempts to persuade me to purchase Otsky products.	1	0	45	83	39	3.95
5	I feel disturbed because the TikTok content of @otsky_official attempts to control consumers. *	1	3	62	85	17	3.68
	Mean						3.78

Source: data processing, 2026



The frequency distribution results show that persuasion knowledge (X3) has a mean score of 3.78, indicating a moderate level of consumer awareness regarding persuasive strategies used in the TikTok content of @otsky_official. This suggests that respondents are generally able to recognize promotional intent and persuasive tactics embedded in the content. However, this awareness does not fully translate into strong resistance, indicating that consumers remain relatively receptive to the marketing messages delivered through TikTok.

Response To Purchase Intention (Y)

Table 6. Respondents' Responses Regarding Purchase Intention

No	Statement	Frequency of Responses					Mean
		STS	TS	N	S	SS	
1	I plan to purchase Otsky products promoted in the TikTok content of @otsky_official.	0	0	1	141	26	4,15
2	I intend to purchase Otsky products promoted in the TikTok content of @otsky_official.	0	0	2	131	35	4,2
3	I think about purchasing Otsky products promoted in the TikTok content of @otsky_official.	0	0	3	142	23	4,12
4	I make an effort to purchase Otsky products promoted in the TikTok content of @otsky_official.	0	0	2	134	32	4,18
	Mean						4,16

Source: data processing, 2026

The frequency distribution results indicate that purchase intention (Y) has a high mean score of 4.16, suggesting that respondents demonstrate a strong willingness and tendency to purchase Otsky products promoted through the TikTok account @otsky_official. This finding reflects a positive consumer response to the content marketing strategy implemented on TikTok and indicates that the promotional content is effective in stimulating consumers' buying intentions

Multiple Linear Regression Test

This study uses a multiple linear regression analysis approach to determine the influence of reliability, disbelief, and persuasion knowledge on purchase intention



Table 7. Results of Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.183	.898		10.222	<,001
	X1	.122	.018	.479	6.846	<,001
	X2	.002	.024	.005	.073	.942
	X3	.119	.043	.194	2.760	.006
a. Dependent Variable: Y						

Source: data processing, 2026

Based on the results of Table 6. Above, these are the results of multiple linear regression calculations carried out using SPSS . The regression equation obtained is as follows:

$$Y = 9.183 + 0.479X1 + 0.005X2 + 0.194X3$$

Based on the results of the regression analysis, reliability and persuasion knowledge exhibit positive and significant coefficient values, indicating their significant influence on purchase intention.

Table 8. Results of the t-test

H	Variable	Sig.	Standar	Description
H1	Effect of Reliability on Purchase Intention	<,001	<0,05	Supported
H2	Effect of Disbelief on Purchase Intention	0,942	>0,05	Not Supported
H3	Effect of Persuasion Knowledge on Purchase Intention	0,006	<0,05	Supported

Source: data processing, 2026

1. The t-test results indicate that reliability has a positive and significant effect on purchase intention (Sig. < 0.001), leading to the acceptance of H₁. This finding suggests that higher reliability of information delivered through the TikTok content of @otsky_official increases consumers' purchase intention.
2. In contrast, disbelief does not have a significant effect on purchase intention (Sig. = 0.942), resulting in the rejection of H₂. This indicates that consumers' skepticism



toward TikTok marketing content does not significantly determine their intention to purchase OTSKY products.

3. Furthermore, persuasion knowledge has a positive and significant effect on purchase intention (Sig. = 0.006), supporting the acceptance of H₃. This result implies that consumers' awareness of persuasive strategies embedded in marketing content can still encourage purchase intention when the messages are perceived as relevant and appropriate.

Table 9. Results of the R² Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.345	.333	1.047
a. Predictors: (Constant), X3, X2, X1				

Source: data processing, 2026

Based on the coefficient of determination results, the Adjusted R² value of 0.333 indicates that 33.3% of the variation in purchase intention can be explained by reliability, disbelief, and persuasion knowledge in the regression model, while the remaining 66.7% is influenced by other factors outside the model.

Table 10. Results of the F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	94.782	3	31.594	28.819	.000b
Residual	179.790	164	1.096		
Total	274.571	167			
a. Dependent Variable: Y					
b. Predictors: (Constant), X3, X2, X1					

Source: data processing, 2026

Based on the F-test results, the significance value of 0.000 is lower than 0.05, indicating that reliability, disbelief, and persuasion knowledge simultaneously have a significant effect on purchase intention.



DISCUSSION

The Effect of Reliability on Purchase Intention

The results of the t-test indicate that reliability has a positive and significant effect on purchase intention ($\beta = 0.479$; $t = 6.846$; $\text{Sig.} < 0.001$). This finding suggests that the higher the reliability of information delivered through TikTok content, the stronger the consumers' intention to purchase OTSKY products. Respondents perceive the content of @otsky_official as clear, informative, and consistent with actual product conditions, which helps reduce uncertainty in the online purchasing process. The positive effect of reliability can be explained through the concept of cognitive trust, where consumers develop trust based on rational evaluations of information accuracy and credibility before making purchase decisions. This finding is consistent with previous studies by Dwivedi et al. (2021) and Wei (2024), which emphasize that credible and informative social media content significantly enhances purchase intention. Furthermore, Nguyen (2025) confirms that information quality in short-form video content plays a crucial role in influencing purchase decisions among young consumers.

The Effect of Disbelief on Purchase Intention

The regression results show that disbelief does not have a significant effect on purchase intention ($\beta = 0.005$; $t = 0.073$; $\text{Sig.} = 0.942$). This indicates that consumers' skepticism toward TikTok marketing content does not significantly reduce their intention to purchase OTSKY products. Although disbelief reflects consumers' critical attitudes toward promotional messages, this skepticism does not necessarily translate into purchase resistance. This finding may be explained by the characteristics of respondents, who are predominantly active TikTok users and young consumers familiar with digital marketing content. As suggested by Campbell and Kirmani (2000), consumers with high advertising literacy are able to distinguish between promotional and informational elements without automatically rejecting the message. Moreover, the descriptive results indicate that disbelief remains at a moderate level, suggesting that the content of @otsky_official is not perceived as excessively manipulative or intrusive. Although prior studies report that disbelief can negatively affect purchase intention (Eisend, 2022; Liu & Cabading, 2025), this study demonstrates that such effects are context-dependent and may not emerge when promotional content remains relevant, informative, and aligned with product reality.



The Effect of Persuasion Knowledge on Purchase Intention

The findings reveal that persuasion knowledge has a positive and significant effect on purchase intention ($\beta = 0.194$; $t = 2.760$; Sig. = 0.006). This result indicates that consumers' awareness of persuasive intent within TikTok content does not weaken marketing effectiveness. Instead, persuasion knowledge can positively contribute to purchase intention when marketing messages are perceived as transparent, relevant, and informative. According to the Persuasion Knowledge Model, consumers tend to evaluate persuasive messages more critically once they recognize promotional intent. However, as explained by Campbell and Kirmani (2000), persuasion awareness does not always trigger resistance, particularly when the message is considered honest and beneficial. This finding aligns with Yazgan Pektas and Hassan (2020) and Ladha et al. (2024), who emphasize that consumers with high persuasion knowledge prefer educational and authentic content over aggressive selling tactics. In the context of @otsky_official, persuasive elements such as urgency appeals and visual dramatization increase consumers' awareness of promotional intent. Nevertheless, as long as these elements are balanced with accurate product information, consumers remain receptive and are more likely to develop purchase intention.

CONCLUSION AND RECOMMENDATIONS

This study concludes that reliability and persuasion knowledge have a positive and significant effect on consumers' purchase intention, while disbelief does not show a significant influence on purchase intention in the context of TikTok content marketing conducted by @otsky_official. Reliability plays a crucial role in shaping purchase intention, as consumers value clear, informative, and consistent product information that aligns with actual product conditions. Meanwhile, consumers' awareness of persuasive intent does not reduce purchase intention as long as the content is delivered transparently, informatively, and without manipulative elements. Conversely, consumers' skepticism toward promotional content does not emerge as a decisive factor, particularly among active TikTok users who are accustomed to digital marketing messages. Overall, the findings indicate that purchase intention toward OTSKY products is primarily driven by information credibility and value-based persuasion strategies rather than by consumer disbelief toward marketing content.

Based on the research findings, OTSKY is recommended to enhance the reliability of its TikTok marketing content by providing more detailed, consistent, and accurate product information, including material specifications, sizing, usage details, and clear

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visual representations. Although disbelief does not significantly affect purchase intention, OTSKY should minimize exaggerated promotional claims and emphasize authentic evidence such as customer reviews, testimonials, and user-generated content to prevent potential consumer skepticism. In addition, considering the positive effect of persuasion knowledge, OTSKY is encouraged to implement soft-selling, educational, and value-based persuasion strategies, ensuring that marketing messages remain transparent, informative, and relevant in order to strengthen consumers' purchase intention.

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