

To cite this article: Ploykwan Jedeejit, Wisanu Wasanakamon and Nipada Polahan (2026). THE INFLUENCE OF ADVERTISING FORMATS AND CONTENT MARKETING ON THE PURCHASE INTENTION OF LOW-SODIUM SOY SAUCE AMONG HEALTH-CONSCIOUS CONSUMERS, International Journal of Research in Commerce and Management Studies (IJRCMS) 8 (5): 658-687 Article No. 900 Sub Id 1392

THE INFLUENCE OF ADVERTISING FORMATS AND CONTENT MARKETING ON THE PURCHASE INTENTION OF LOW-SODIUM SOY SAUCE AMONG HEALTH-CONSCIOUS CONSUMERS

Ploykwan Jedeejit¹, Wisanu Wasanakamon² and Nipada Polahan³

^{1,2,3}Faculty of Business Administration Bangkokthonburi University, Thailand

DOI: <https://doi.org/10.38193/IJRCMS.2026.8542>

ABSTRACT

This research, "The Influence of Advertising Formats and Content Marketing on The Purchase Intention of Low-Sodium Soy Sauce among Health-Conscious Consumers," aimed to: 1) study the level of consumer opinions towards content marketing formats in advertising, including articles, images, and videos; 2) study the level of purchase intention of low-sodium soy sauce; and 3) study the influence of these three content marketing formats on consumer purchase intention. This quantitative research employed a survey method, collecting data from a sample of 300 health-conscious consumers who had purchased or were aware of low-sodium soy sauce. The research instrument was an online questionnaire. Data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation, and inferential statistics using multiple regression analysis. The research findings indicated that consumers generally had a high level of opinion regarding content marketing formats in advertising. The video format had the highest average score (mean = 4.15, S.D. = 0.45), followed by images (mean = 3.92, S.D. = 0.48) and articles (mean = 3.78, S.D. = 0.52), respectively. Meanwhile, the overall intention to purchase low-sodium soy sauce was also high (mean = 4.02, S.D. = 0.50). The hypothesis testing results showed that: All three content marketing formats significantly influenced purchase intention at the 0.05 statistical significance level, with the model having a multiple correlation coefficient $R = 0.742$ and explaining 55.10% of the variance in purchase intention ($R^2 = 0.551$). Considering individual variables, video had the strongest influence ($\beta = 0.401$, $p < 0.001$), followed by images ($\beta = 0.264$, $p < 0.001$) and articles ($\beta = 0.182$, $p = 0.012$). In conclusion, the presentation format of advertising content plays a crucial role in consumer purchase intention, especially video, which can convey information completely and create the best understanding. Therefore, businesses should prioritize using video as a primary communication medium alongside images and articles to enhance the effectiveness of stimulating consumer purchase intention in the health product sector.

KEYWORDS: Content marketing, video, purchase intent, low-sodium condiments, health-conscious

consumers

1. INTRODUCTION

In the context of today's global society, health issues have become a significant factor affecting the quality of life of the population, especially the increase in non-communicable diseases (NCDs), which are the leading cause of death worldwide. The World Health Organization (2023) states that these diseases account for as much as 71% of all deaths worldwide. Common diseases include cardiovascular disease, diabetes, and hypertension, all of which are directly related to lifestyle behaviors, particularly inappropriate dietary habits, such as consuming foods that are excessively high in sodium (He & MacGregor, 2015).

In the context of Thailand, the problem of excessive sodium consumption remains a significant public health issue. The Department of Health, Ministry of Public Health (2022), reported that Thais consume an average of 3,636 milligrams of sodium per day, which is almost double the WHO recommendation (no more than 2,000 milligrams per day). The main source of sodium comes from seasonings used in daily life, such as fish sauce, soy sauce, and various other sauces, which are key components of Thai food. This situation reflects the need to promote appropriate dietary behaviors, especially reducing sodium consumption through healthier food product options.

Furthermore, the COVID-19 pandemic has significantly increased consumer health awareness, as individuals with underlying health conditions are at higher risk of severe complications from infections (Centers for Disease Control and Prevention, 2022). This has led to a shift in consumer behavior towards greater emphasis on health care, particularly in choosing nutritious foods and reducing risk factors for disease. This aligns with the Euromonitor International (2022) report indicating rapid growth in the health food market in Thailand, reflecting continuously increasing consumer demand.

Among health food products, "low-sodium soy sauces" are increasingly popular, as they help reduce sodium intake while maintaining a taste similar to regular products. However, despite their health benefits, these products are significantly more expensive than regular products, which may hinder consumer purchasing decisions, especially among price-sensitive groups. Therefore, creating awareness of the perceived value and benefits of the product is a crucial factor influencing consumer purchase intention (Kotler et al., 2021).

In the digital age, where information technology plays a significant role, consumers increasingly receive information through online channels. As a result, digital marketing has become a primary tool for communicating with consumers, especially "content marketing," which involves creating and

disseminating valuable content that aligns with the target audience's interests and aims to build long-term relationships and stimulate purchasing behavior (Content Marketing Institute, 2023). This approach differs from traditional advertising, which focuses on direct sales, but rather emphasizes providing information, building understanding, and fostering trust in the product.

In the Thai context, the use of digital platforms such as Facebook and e-commerce plays a crucial role in marketing communication. Businesses often utilize diverse content presentation formats, including articles, images, and videos, each with its own unique communication characteristics. For example, articles provide in-depth information, images quickly capture attention, and videos effectively convey stories and emotions. However, the effectiveness of each format may vary depending on the product context and consumer characteristics.

Although there is research studying content marketing across several industries, there are limitations in comparing different content formats within the same context, particularly in the health food product sector. Most research focuses on other industries such as fashion, technology, or tourism (Ahmad et al., 2016; Jaakonmäki et al., 2017; Tafesse, 2015), and there is a lack of research into the context of Thai consumers, who possess distinct cultural and behavioral characteristics compared to Western countries (Hofstede, 2011).

Therefore, a significant academic gap is the lack of in-depth understanding of the influence of different “content marketing formats” on consumer purchase intention, especially among health-conscious consumers who exhibit more complex consumption behaviors and purchasing decisions. Furthermore, low-sodium soy sauce is a niche product (health claim product) and commands a higher price than conventional products. Therefore, it is even more necessary to use appropriate and effective communication strategies (Ashley & Tuten, 2015).

For this reason, the research study "The Influence of Content Marketing Formats in Advertising on the Purchase Intention of Low-Sodium Soy Sauce Among Health-Conscious Consumers" is extremely important, focusing on comparing three content formats: articles, images, and videos, to analyze which format has the greatest influence on consumer purchase intention.

The findings of this study will be valuable in several dimensions. Theoretically, it will complement existing knowledge in digital marketing and consumer behavior within the context of healthy food products. Practically, it will provide guidance for entrepreneurs in selecting appropriate content formats for effective marketing communication, reducing costs, and increasing sales opportunities. Furthermore, from a social perspective, promoting the consumption of low-sodium products can help reduce the risk of non-communicable diseases and support the Sustainable Development Goals for

health (United Nations, 2015).

GAP Analysis

Although content marketing has received widespread attention in digital marketing research over the past decade, a systematic literature review has revealed several significant "academic gaps," particularly in the context of health food products and rapidly changing consumer behavior in the digital age.

Firstly, most research focuses on lifestyle or fashion industries such as technology, tourism, or fashion (Ahmad et al., 2016; Jaakonmäki et al., 2017; Tafesse, 2015), which have significantly different purchasing decision patterns than "health food products." This is especially true for products directly related to health, such as low-sodium soy sauce, where consumers consider health value, safety, and economic value simultaneously. However, research studying this type of product is limited, resulting in a knowledge gap regarding the specific purchasing decision behavior of health products.

Secondly, while content marketing encompasses diverse formats such as articles, images, and videos, past studies have often analyzed content formats in only one dimension or examined the overall impact of content without clearly separating types (Tafesse, 2015). In practice, businesses need to make informed decisions about which content to use. "Thirdly," much research views consumers as a "general group" without categorizing them by specific characteristics, such as the rapidly growing health-conscious consumer group. This group prioritizes rational information (e.g., nutritional value, ingredients, and health effects) over emotional factors alone. However, there is a lack of in-depth research specifically examining their responses to marketing content.

Fourthly, while international research studies purchase intention for health products, these findings may not fully explain Thai consumer behavior due to significant differences in cultural context and food consumption patterns (Hofstede, 2011). This is especially true in Thai society, where food culture emphasizes taste and uses high amounts of seasonings. Acceptance of low-sodium products may require different marketing communication approaches than in Western contexts. This gap reflects the need for research within the Thai context.

Finally, past research has lacked the integration of key variables, namely "content marketing formats" and "purchase intention," within a unified conceptual framework, particularly a systematic comparative analysis of the impact of each content format. This is a crucial issue in understanding the mechanisms of marketing communication in the digital age (Ashley & Tuten, 2015).

From the aforementioned research gap, it can be seen that there is a lack of in-depth knowledge that

can answer the important strategic question: "Which content format" can most effectively influence the purchase intention of health-conscious consumers, especially in the context of low-sodium soy sauce products in Thailand?"

Therefore, this research is unique and important because it aims to fill this gap through a comparative study of three content marketing formats: articles, images, and videos, on the purchase intention of health-conscious consumers. This not only helps develop academic knowledge but can also be strategically applied to increase marketing efficiency in the health food industry in a tangible way.

2. PURPOSE OF THE STUDY

- 1) To study the level of consumer opinion towards content marketing formats in advertising, namely articles, images, and videos.
2. To study the level of purchase intention of low-sodium soy sauce among health-conscious consumers.
3. To study the influence of content marketing formats in advertising (articles, images, and videos) on purchase intention

3. RESEARCH CONCEPTUAL FRAME WORK

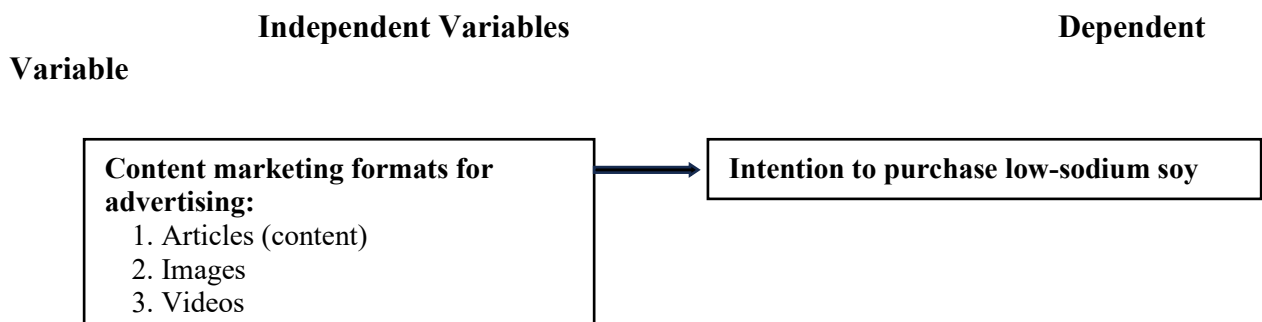


Figure 1: Conceptual Framework of The Research

4. CONCEPTS AND THEORIES

Research on the influence of content marketing in advertising on the purchase intention of low-sodium soy sauce among health-conscious consumers requires a theoretical framework encompassing marketing communication, consumer behavior, information processing, and purchase intention. This is because the independent variable is content marketing in advertising, comprising articles, images, and videos, while the dependent variable is the purchase intention of low-sodium soy sauce among

health-conscious consumers. Therefore, explaining the relationship between these variables requires considering the dimensions of “message,” “presentation format,” “consumer perception,” and “behavioral outcome.”

4.1 Content Marketing Concept

1) Definition of Content Marketing

Content marketing is a marketing concept that focuses on creating and disseminating valuable, relevant content that consistently meets the interests of the target audience. The goal is to attract, build relationships, and ultimately lead to desired behaviors such as subscriptions, brand following, or purchase decisions.

The essence of content marketing is not about “direct selling,” but about “creating informational value” so consumers feel the content is useful in their decision-making. In other words, content marketing shifts the brand’s role from “seller” to “information provider” or “decision-maker,” which is crucial in the digital age where consumers have numerous choices and tend to avoid overly pushy sales pitches.

For this research, content marketing is particularly important because low-sodium soy sauce is a product related to health, taste, and price. Consumers don’t make decisions based solely on fleeting preferences, but also rely on information such as health benefits, differences from the regular formula, and product value.

2) Key Characteristics of Content Marketing

Effective content marketing typically has four key components:

Firstly, Value. The content must provide value to the consumer. Firstly, it must be knowledge, understanding, or practical advice that can be applied in real life.

Secondly, it must be relevant. The content must align with the problems, needs, or interests of the target audience. For example, health-conscious consumers would want information about sodium, heart health, or choosing the right seasonings.

Thirdly, it must be credible. Especially for health-related products, consumers often prioritize the accuracy of information, sources, and the reasonableness of the content.

Fourthly, it must be consistent. Consistent communication helps build brand recognition and increases the chances of consumers becoming familiar with and trusting the brand in the long term.

3) Roles of Content Marketing in Purchasing Decisions

Content marketing plays a role in purchasing decisions at multiple levels. It starts with building

product awareness, then helps consumers understand product features, compare alternatives, evaluate suitability, and develop a positive brand attitude, ultimately leading to purchase intent.

In the case of low-sodium soy sauce, the role of content marketing is even more evident. Because these are products whose value is not immediately understood by the average consumer, businesses must rely on content to explain why reducing sodium is important, how the product differs from the regular formula, and the long-term health benefits despite the higher price.

Therefore, in this research, content marketing is not just a public relations tool, but a crucial mechanism for building understanding, value, and purchasing motivation.

4.2 Concepts of Content Format in Advertising

1) Meaning of Content Format

While the content itself is important, the "presentation format" is another factor that greatly affects consumer perception and response. Content format refers to the way information or data is presented in various forms. In this research, it is divided into three types:

- Articles
- Images
- Videos

This division of content formats aligns with the information in the research outline, which clearly states that this study aims to compare three forms of content marketing in online channels.

2) Article Format

Articles are a text-based content format, ideal for providing in-depth information, detailed explanations, and systematic reasoning. Their strength lies in their ability to answer consumer questions in detail, such as how low-sodium sauce reduces health risks, who it's suitable for, and how to choose it.

In terms of consumer behavior, articles are often suitable for consumers who want to think analytically before making a purchase or those with high involvement in the product, such as health-conscious consumers, patients, or those buying for family members.

However, limitations of articles include their potential for lengthy reading times and their inability to immediately capture attention as quickly as images or videos. If the content is too long or difficult to communicate, consumers may not finish reading it.

3) Image Format

Images are a content format that emphasizes visual communication. They can quickly attract attention,

are easy to understand, and create strong memorability, especially on online platforms where consumers scroll through large amounts of information in a short time.

In the context of health food products, images can be used to communicate information in various ways, such as product images, sodium content comparisons, healthy menu images, or images promoting a healthy lifestyle. These help create positive feelings and make the product more appealing.

Based on the information in the source document, informants emphasize the characteristics of images such as attractiveness, ease of understanding, modernity, and rapid presentation, demonstrating that images may be an effective medium for early perception in the purchasing decision process.

However, images have limitations in that they may not be able to explain much in-depth information. If the product is complex or requires supporting explanations, images alone may not be sufficient.

4) Video Format

Video is a content format that combines images, sound, text, and movement, making it highly potential for conveying both information and emotions. Video's strengths lie in its ability to tell stories effectively, demonstrate product usage, and generate greater engagement than other formats.

In the case of low-sodium soy sauce, video can be used to demonstrate cooking, show the difference between the regular and low-sodium versions, or convey health advice from experts, enhancing both understanding and credibility.

The source document also reflects the researchers' emphasis on video elements such as appropriate length, image and sound clarity, ease of understanding, and the ability to encourage discussion or sharing, indicating that video can have a significant influence on both perception and purchase intention.

5) The Importance of Comparing Content Formats

The reason this research focuses on comparing articles, images, and videos is because each format serves a different purpose. Some excel in information delivery, some in speed of communication, and some in emotional appeal. Therefore, the key strategic question is: which format is most suitable for health-conscious consumers, and which format can best drive purchase intention?

This is the essence of the independent variables in this research.

4.3 Concepts of Consumer Behavior

1) Definition of Consumer Behavior

Consumer behavior refers to the decision-making process and actions of individuals in seeking, evaluating, selecting, purchasing, using, and assessing goods or services to satisfy their needs. Such behavior is not solely driven by price factors but is influenced by numerous internal and external factors such as motivation, perception, attitude, lifestyle, culture, and information received from the media.

2) Consumer Purchase Decision Process

Generally, the purchase decision process consists of five steps:

- (1) Recognition of the problem or need
- (2) Information search
- (3) Evaluation of alternatives
- (4) Purchase decision
- (5) Post-purchase behavior

For health products, such as low-sodium soy sauce, the information search and alternative evaluation processes are particularly important because consumers want assurance that the product is truly healthy, suitable for them, and worth the price.

Therefore, marketing content plays a crucial role from the early stages of awareness to the alternative evaluation stage, as it provides information that helps consumers understand the benefits and reduces uncertainty in their decision-making.

3) Factors Affecting Consumer Behavior in Health Products

In health products, consumer behavior is often influenced by four key factors:

The first is the perceived health benefits. If consumers believe that the product truly helps prevent disease or promotes health, they are more likely to be interested in the product. The second aspect is perceived value for money. Since health products are often more expensive than general products, consumers must weigh the benefits received against the costs paid.

The third aspect is the credibility of information, especially in products related to the body. Consumers prioritize accurate and verifiable content.

The fourth aspect is social and lifestyle influences, such as health-conscious values, following clean eating pages, or receiving advice from close acquaintances.

From the original document, the target group of this research is health-conscious individuals in the food sector, including both buyers for preventative health and those buying for medical reasons or to care for family members. This indicates that the sample group has deeper motivations and purchasing contexts than the average consumer.

4.4 Information Processing and Persuasion Theory

1) Consumer Information Processing Concept

When consumers receive marketing messages, they don't respond automatically. Instead, they go through several cognitive processes such as perception, selection of attention, interpretation, and evaluation of meaning.

The information processing concept explains that the persuasive ability of content depends not only on “what is said,” but also on “how it is said,” because the presentation style affects the speed of perception, understanding, and retention.

2) Elaboration Likelihood Model (ELM)

The ELM theory explains that consumers can receive and process persuasive messages through two main routes.

The first route is the Central Route, which occurs when consumers have high motivation and information processing ability. Consumers carefully consider the content, seriously analyzing the reasons, evidence, and benefits of the product.

The second route is the Peripheral Route, which occurs when consumers do not analyze the message in depth but respond to external signals such as visual appeal, video attractiveness, brand popularity, or overall feeling.

Applying this to this research, it can be seen that:

- Articles may stimulate processing through the central route because they are suitable for explaining logical information.
- Images may stimulate perception well through the peripheral route. Because it communicates quickly and is visually appealing.
- Video can serve both purposes, providing information and evoking emotions simultaneously.

For health-conscious groups, who are often highly motivated to seek information about food and health, content formats that allow for clear analytical reasoning may play a more significant role than for general consumers. However, formats that communicate both reasoning and emotion simultaneously, such as video, can also be highly influential.

3) Dual Coding Theory

This concept explains that humans process information through both linguistic and visual systems. If a substance can stimulate both systems simultaneously, it is more likely to be remembered and understood better.

When connected to research variables, each type of content has different potential:

- Articles excel in language.
- Images excel in visuals.
- Videos combine images, sound, and text.

Therefore, video may have a theoretical advantage in creating understanding and memorization, while articles may be more suitable for providing in-depth information.

4) Media Richness Theory

This concept proposes that each type of media has a different ability to convey information. Media with high “richness,” such as video, can convey tone, emotion, demonstration, and context better than text or still images, making it suitable for information requiring multi-dimensional understanding.

In the context of health products with a certain level of complexity, such as low-sodium sauces, Since this requires communicating information about taste, health benefits, and how to use the product, video may be a format that helps consumers understand more quickly and completely.

4.5 The Concept of Health-Conscious Consumers

1) Definition of Health-Conscious Consumers

Health-conscious consumers in the food sector refer to individuals who prioritize choosing foods or products that promote health, prevent disease risks, or are suitable for their own and their family's health limitations.

From the original document, the researcher has defined health-conscious consumers in the food sector quite clearly, encompassing both those who purchase for general health maintenance and those who purchase for the treatment or care of individuals with health limitations. This definition shows that the target group has diverse purchasing motivations and may be more sensitive to health information than general consumers.

2) Key Characteristics of Health-Conscious Consumers

This consumer group often has the following key characteristics:

Firstly, they tend to search for information before purchasing. They are often interested in ingredients, nutritional value, and the benefits and drawbacks of products.

Secondly, they value the credibility of information more than emotionally driven advertising alone.

Thirdly, they are willing to consider premium or higher-priced products if they believe the product provides long-term value.

Fourthly, they are sensitive to content related to real life, such as healthy cooking methods, family care, or disease prevention.

3) Relationship between Health-Conscious Consumers and Marketing Communication

Health-conscious consumers do not always respond to marketing in the same way as general consumers. Because they often need a "reason" rather than just a "motivation," content that is informative, verifiable, and linked to health benefits is more likely to have a significant impact.

In this research, the target group consisted of individuals who had seen content-based advertisements and had purchased reduced-sodium soy sauce at least once within a specified period. This indicates that the sample group had direct experience with both the product and the media exposure, making them highly suitable for studying which content formats influence purchase intention.

4.6 Concept of Purchase Intention

1) Definition of Purchase Intention

Purchase intention refers to the level of readiness or tendency of a consumer to decide to purchase a product in the future. It is a key variable used to predict actual purchasing behavior because before an individual makes a purchase, some intention or purpose usually arises first.

In the original document, purchase intention was defined as the intention or desire to choose or purchase that product as the first option and a tendency to make the purchase through online or offline channels.

2) Components of Purchase Intention

Purchase intention can be reflected through various behaviors or feelings, such as:

- The intention to choose the product as the first choice.
- Confidence in repeat purchases.
- Maintaining the decision even with other options.
- Willingness to recommend the product to others.
- Perceiving that the product truly meets the need.

In the questionnaire of this research, the researcher used several indicators of purchase intention, such as first-choice purchase, repeat purchase, not switching to another formula, and recommending it to close acquaintances, which is considered to cover the important dimensions of purchase intention well.

3) Factors Affecting Purchase Intention

Purchase intention does not occur in isolation, but is a result of the consumer's evaluation of the product and the information received. Key factors that often influence purchase intention include:

- Perceived value
- Information credibility

- Attitude towards the product
- Alignment with personal needs
- Confidence that the product actually meets needs

In the case of low-sodium soy sauce, purchase intention may be influenced by consumers' understanding of health benefits, belief that the product is worth the price, and the perception that it can be used as a substitute for their usual product without compromising quality of life or food taste.

4) Purchase Intention in the Context of Health Products

Health products have unique characteristics because consumers tend to evaluate them more carefully than general products. Purchase intention therefore depends on a combination of health reasons, confidence in the product, and the brand's ability to clearly explain the product's value.

This is why "content format" is important in this research, because even if the main message is similar, presenting it in different formats can have different effects on understanding, confidence, and purchase intention.

The concepts and theories related to this research reflect that consumer purchase intention is not solely determined by the product itself, but also by the communication process and interpretation of information. This is especially true for health products, where consumers demand clear, reliable information that directly addresses their needs.

The use of different content formats, such as articles, images, and videos, has varying effects on consumer understanding, interest, trust, and recall. This research is therefore crucial in answering the question of which content format has the greatest influence on the purchase intention of low-sodium soy sauce among health-conscious consumers, providing clear theoretical and practical benefits.

Summarize and analyze the literature review

Context of the Health Problem and Reasons for the Academic Interest of This Product:

Contemporary literature consistently reflects that non-communicable diseases (NCDs) remain a significant problem for the global health system and are closely linked to dietary habits, particularly high sodium intake, which increases the risk of cardiovascular disease, hypertension, and other chronic illnesses. The World Health Organization (WHO) states that NCDs are the leading cause of death worldwide, while research proposals indicate that Thais consume significantly more sodium than the recommended guideline, with a major source being the condiments used in daily life.

From a marketing perspective, reduced-sodium soy sauce products are academically interesting because they are considered "health products," involving perceived health risks, taste acceptance, and

a willingness to pay a higher price. Researchers' documents indicate that these products are significantly more expensive than regular formulas, making the communication of their value a crucial factor in purchasing decisions, not just their inherent properties.

The Core Concepts of Content Marketing and its Importance to Consumer Behavior

Digital marketing literature consistently defines content marketing as creating and distributing valuable, relevant, and consistent content to attract and retain target audiences, ultimately leading to valuable business actions. This differs from direct advertising, which focuses on immediate sales closure.

Literature reviews also indicate that this concept is particularly well-suited for products where consumers need to “learn before they buy,” such as health products, as consumers require information to assess the credibility, benefits, and value of the product. The research outlines further links this to the fact that as Thai consumers spend more time on digital platforms, content marketing becomes a crucial mechanism for communicating with consumers considering new health-conscious options.

Analytically, the strength of content marketing lies not solely in the “quantity of information,” but in its ability to transform product information into “perceived value.” For a low-sodium soy sauce product, good content must not only state that it reduces sodium, but also help consumers understand why it’s important for health and why it’s worth the higher price.

Content Formats: Articles, Images, and Videos Play Different Roles

Based on the source documents, researchers identified three types of content formats: articles, images, and videos, which align with the practical use of online media. Each format attracts attention and creates awareness differently.

Conceptually, articles excel at explaining information logically, suitable for consumers who require detail and analytical thinking before making a purchase. Images are good at quickly attracting attention and facilitating product recall. Videos, which combine images, sound, text, and demonstrations, have the highest potential to convey both information and brand emotion.

Analytically, this literature shows that the difference in “formats” is not just about presentation techniques, but about “persuasion mechanisms.” That is, articles can help build rational understanding, images can capture attention, and videos can show consumers real-world usage and build confidence simultaneously. Therefore, studying content formats separately is important because they may have different effects on purchase intention.

Purchase Intention

The literature reviewed in this research outlines purchase intention as the intention or tendency of consumers to choose a product in the future. This can be reflected through behaviors such as first-choice purchases, repeat purchases, or recommending the product to others.

Analytically, purchase intention is suitable as a dependent variable in this research because it links "receiving marketing messages" with "behavioral decision-making," especially in health products where consumers may not purchase immediately but begin with awareness, trust, and gradually develop purchase intention. The literature supports the view that if the content can increase perceived value, understanding, and confidence, it also has the potential to increase consumer purchase intention.

Trends in Thailand's Digital Environment and Implications for Research

The research outline highlights the growth of digital media and e-commerce in Thailand, along with a high number of online platform users. This has led to a significant increase in the role of content-based marketing communication in influencing product awareness and purchasing decisions. Meanwhile, DAAT reports reflect the continued importance of digital advertising spending in Thailand from an industry perspective.

Analytically, this environment makes the research timely and relevant to actual consumer behavior. That is, if a large number of consumers receive information through online platforms, asking the question of whether "articles, images, or videos" are most effective in stimulating purchase intent is a valuable question both academically and practically.

Literature Gaps and Reasons for Further Study

The most important part of this literature review is that research studying the effect of content marketing on purchase intention in the context of health food products, especially low-sodium soy sauces in Thailand, is very limited. Most previous research has focused on other industries such as fashion, technology, or tourism, or only studied certain types of content without comparing multiple formats in the same context.

A deeper analysis reveals at least four dimensions of this gap:

The first dimension is the gap in product context, as health products have different decision-making criteria than general products.

The second dimension is the gap in content format, as there is no clear evidence of which type of content—article, image, or video—is most powerful in this product group.

The third dimension is the gap in consumer group, as health-conscious consumers are more rational in their use of information than general consumers.

And the fourth dimension is the gap in the Thai context, because the food consumption behavior and use of condiments by Thai consumers are unique, so results from other countries should not be directly applied.

When synthesizing all the literature, it can be concluded that the conceptual foundation of this research is strong on three levels. The first level is the social and health issue level, which indicates that sodium reduction is a crucial issue for public health. The second level is the marketing and communication level, which shows that content marketing is a key mechanism for making consumers understand the value of a product. And the third level is the academic gap level, which confirms that there is insufficient research comparing three types of content in the context of low-sodium condiments for health-conscious consumers in Thailand.

Therefore, the reviewed literature clearly supports the necessity of this research, both to fill academic knowledge gaps and to provide strategic recommendations for entrepreneurs to choose appropriate content formats for communicating with health-conscious consumers.

5. RESEARCH METHODOLOGY

This quantitative research, "The Influence of Content Marketing Formats in Advertising on the Purchase Intention of Low-Sodium Soy Sauce Among Health-Conscious Consumers," aims to study the relationship between the independent variables—three content marketing formats in advertising (articles, images, and videos)—and the dependent variable, the purchase intention of low-sodium soy sauce among health-conscious consumers. The goal is to obtain empirical data on the clear influence of content formats on the target group's purchasing decisions.

5.1 Research Design

This study employed a survey research design, collecting data through online questionnaires from a qualified sample group. The research aimed to examine consumer trends, opinions, and perceptions of content marketing in advertising, and to analyze the effect of different content types on purchase intention for low-sodium soy sauce products.

Furthermore, the researchers utilized data from initial in-depth interviews to help develop research tools that were more appropriate to the product context and target group, particularly in terms of the language used in the questionnaires, details of content formats, and issues related to consumer purchasing behavior.

5.2 Population and Sample

The population used in this research consists of health-conscious consumers who purchase low-

sodium soy sauce for nutritional purposes, health prevention, or for self-care and the care of family members, both in cases without pre-existing conditions and in cases with health limitations or the need to control sodium intake.

The sample group in this study comprises consumers who meet the following criteria:

- 1) Have seen at least one online advertisement for low-sodium soy sauce.
- 2) Are health-conscious or have behaviors related to choosing healthy foods.
- 3) Have purchased low-sodium soy sauce online or offline at least once within the past year.

Since the exact population size is unknown, the researchers determined the sample size based on Sudman's concept, which suggests that survey research with an unknown population size can appropriately use a sample size of 200–500 people. In this study, the researchers determined a sample size of 300 people to ensure sufficient size for statistical data analysis and to appropriately reflect the characteristics of the target group.

For the sampling method, non-probability sampling was used, specifically quota sampling, to select respondents who met the specified criteria.

5.3 Research Instruments

The data collection tool used was an online questionnaire in the form of Google Form, developed by the researcher based on a literature review, relevant research, and data obtained from initial in-depth interviews.

The questionnaire is divided into three main parts:

Part 1: General Information of the Respondent

This section includes questions about demographic characteristics and purchasing behavior, such as gender, age, education level, income, purchase purpose, purchasing channels, online media usage, exposure to product advertisements, and the type of content that generates interest in trying the product.

Part 2: Opinions on Content Marketing in Advertising

This section measures consumer perception and opinions of three types of content marketing: articles, images, and videos. It covers aspects such as ease of understanding, attractiveness, timeliness, clarity, and the ability to attract the audience's attention.

Based on the original documents, this section contains 23 questions, divided according to the components of each content type: 8 questions for articles, 5 questions for images, and 10 questions for videos.

Part 3: Opinions on Purchase Intention

This section measures the level of purchase intention of the low-sodium soy sauce among respondents.

There are 6 questions, such as first-choice purchase intention, repeat purchase intention, confidence in purchasing the product, and intention to recommend the product to close acquaintances.

Parts 2 and 3 of the questionnaires use a 5-level Likert scale, with the following score meanings:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Neutral
- 2 = Disagree
- 1 = Strongly Disagree

5.4 Content Validation

The researchers validated the questionnaire in terms of content, language, and question appropriateness to ensure that the questions comprehensively measured the concepts under study and were consistent with the research objectives. A pre-test was then conducted with a sample group of 49 people.

5.5 Reliability Testing

The researchers tested the reliability of the questionnaire using Cronbach's Alpha Coefficient, with an acceptable value of at least 0.70.

The test results showed that the variable related to content marketing formats in advertising had a reliable level of reliability. The article format had a value of 0.833 in the pre-test and 0.835 in the actual data collection phase; the image format had values of 0.726 and 0.876, respectively; and the video format had values of 0.874 and 0.853, respectively. The variable related to purchase intention had a reliability value of 0.833 in the pre-test and 0.877 in the actual data collection phase. This indicates that the questionnaire is of sufficient quality and reliability for use in real-world data collection.

5.6 Data Collection

Data collection for this research was conducted in two stages:

1) Initial qualitative data collection

The researchers used in-depth interviews with relevant consumer groups to explore their purchasing behavior for low-sodium soy sauce products, exposure to online advertising, and perspectives on marketing communication content. This information was used to design questionnaires that aligned with the actual behavior of the target group.

2) Quantitative data collection

After developing and validating the questionnaire, the researchers disseminated it online through

social media channels and online communities related to health and food, such as Line, Facebook, Messenger, and online groups with members interested in health, diet control, and caring for patients or the elderly.

Before beginning the questionnaire, respondents were required to complete an initial screening questionnaire to ensure that they were the target group that met the research criteria.

5.7 Data Analysis

Data obtained from 300 questionnaires will be analyzed using descriptive and inferential statistics as follows:

1) Descriptive Statistics

Used to describe the general characteristics of the sample group and the level of opinion of the respondents, using frequency, percentage, mean, and standard deviation.

For interpreting the mean of the 5-level Likert scale, the following criteria were used:

4.50–5.00	means strongly agree
3.50–4.49	means agree
2.50–3.49	means neutral
1.50–2.49	means disagree
1.00–1.49	means strongly disagree

2) Inferential Statistics

Multiple regression analysis was used to study whether and to what extent content marketing in advertising, including articles, images, and videos, influence the purchase intention of low-sodium soy sauce among health-conscious consumers.

The choice of multiple regression analysis was deemed appropriate. Because this research involves more than one independent variable and aims to examine the influence of each variable on purchase intention under the control of the combined influence of other variables, before analysis, the researchers will check the assumptions for using multiple regression statistics, including:

- (1) Independent variables must not have excessive correlation (multicollinearity).
- (2) The data is normally distributed.
- (3) Independent and dependent variables have a linear relationship.
- (4) The variance of the error is consistent.

6. RESULTS AND DISCUSSION

Objective 1: To study the level of consumer opinion towards content marketing formats in advertising, namely articles, images, and videos.

The research results showed that health-conscious consumers in the food sector had a generally high opinion of content marketing formats in advertising, with an overall average of 3.95 (S.D. = 0.48) for all three formats. This indicates a relatively high level of consumer acceptance and response to advertising content presented through online channels.

When considering each format separately, video was rated highest, with an average of 4.15 (S.D. = 0.45). This reflects consumers' importance of content that can present images, sound, and movement, which helps them fully and effectively understand the product. In particular, the quality of the image and sound had a high average of 4.25, as well as the ability to clearly explain product information (average 4.18).

The next highest rating was for the image format, with an average of 3.92 (S.D. = 0.48). Consumers prioritized the attractiveness and appeal of the images (average 4.05), as well as the ability to communicate information quickly (average 3.98). However, images still have limitations in terms of providing in-depth information. The aspect related to information completeness had the lowest average score at 3.70.

While the article format had the lowest average score of all three formats at 3.78 (S.D. = 0.52), although still at a high level, it reflects that consumers may be less interested in text-based content than formats with visual or video elements. However, the strengths of the article lie in its ease of understanding of the language (average 3.95) and its ability to provide information that meets consumer needs (average 3.88).

From the results, it can be concluded that this consumer group tends to respond positively to content formats with high media richness, especially video, followed by images and articles, respectively. This reflects the behavior of consumers in the digital age who want information that is easy to understand, fast, and interesting at the same time.

Objective 2: To study the level of purchase intention of low-sodium soy sauce among health-conscious consumers.

The research results showed that consumers had a high overall purchase intention for low-sodium soy sauce, with an average score of 4.02 (S.D. = 0.50), indicating a positive tendency towards purchasing the product.

When considering each item individually, consumers had the highest intention to purchase the product as their first choice, with an average score of 4.10 (S.D. = 0.57), reflecting acceptance of the product as a primary choice for condiments.

This was followed by the intention to repurchase in the future, with an average score of 4.08 (S.D. = 0.55), indicating confidence in the long-term quality and value of the product.

Furthermore, consumers perceived the product as fully meeting their needs, with an average score of 4.03 (S.D. = 0.59), reflecting satisfaction with the product's features in terms of both health and practical use.

While the item with the lowest average score was the intention to recommend it to others, with an average score of 3.85 (S.D. = 0.68). Although still at a high level, it was lower than other aspects. This may reflect the fact that consumers still desire additional experience or reassurance before recommending it to others.

In summary, the research results aimed at this objective indicate that health-conscious consumers have a high intention to purchase low-sodium seasoning sauces, especially in terms of actual use and repeat purchases, which is an important signal for the sustainability of the health product market.

Objective 3: To study the influence of content marketing formats in advertising (articles, images, and videos) on purchase intention.

Multiple regression analysis revealed that all three content marketing formats significantly influenced purchase intention at the 0.05 significance level.

The model had $R = 0.742$ and $R^2 = 0.551$, indicating that the three independent variables collectively explained 55.10% of the variance in purchase intention, which is considered a good level and reflects that content format is a significant factor in consumer behavior.

Considering each variable individually, video format had the strongest influence, with a Beta = 0.401 (Sig. = 0.000), showing that increasing the quality or effectiveness of the video by one unit significantly increased purchase intention. And it clearly had a greater influence than other formats.

Next was the image format, with a Beta value of 0.264 (Sig. = 0.000), indicating that attractive and easy-to-understand images can moderately increase purchase intention.

And the article format had the lowest influence, with a Beta value of 0.182 (Sig. = 0.012). Although statistically significant, it had less influence than other formats, reflecting that consumers may use articles as a supporting source of information rather than as the primary factor in their decision-making.

Therefore, the ranking of influence can be as follows: Video > Images > Articles

This research clearly shows that the format of content presentation in advertising plays a significant role in purchase intention, especially formats that can communicate in multiple dimensions and create a realistic experience for consumers.

The study concludes that: Health-conscious consumers have a high level of appreciation for content marketing in advertising, placing the most importance on video, followed by images and articles.

In terms of purchase intention, consumers show a high tendency to choose and repurchase low-sodium soy sauce products, reflecting the potential of the health product market.

Furthermore, all three content marketing formats significantly influenced purchase intention, with video having the strongest influence. This demonstrates that using media that can convey information comprehensively through images, sound, and content is a key factor in influencing consumer purchasing decisions in the digital age.

DISCUSSION OF THE RESULTS

Research on the influence of content marketing formats in advertising on the purchase intention of low-sodium soy sauce among health-conscious consumers revealed a significant finding: all three content marketing formats—articles, images, and videos—had a statistically significant positive influence on consumer purchase intention. However, a clear difference in the level of influence was found, with video having the strongest influence, followed by images, and articles having the weakest influence. This result reflects that while all types of marketing content play a role in purchasing decisions, the "presentation format" has a crucial impact on the effectiveness of communication, especially in the context of health products where consumers rely on information, trust, and understanding to make informed decisions.

Why do the three content formats influence purchase intention?

The research findings that all three content marketing formats influence purchase intention can be explained by the fact that health-conscious consumers do not make purchasing decisions based solely on price or brand familiarity, but require information to support their decision-making. This is

especially true for low-sodium soy sauce products, which are directly related to health and are more expensive than regular products. Consumers therefore need reasons to support their decision-making process by choosing this product over the regular one.

In this sense, content marketing functions beyond simply advertising to raise awareness of a product; it is a tool for building understanding, reducing uncertainty, and making consumers perceive the product's value more clearly. When consumers understand that the product truly meets their health needs, purchase intention increases accordingly. Therefore, the finding that articles, images, and videos influence purchase intention reflects the true importance of content communication in the decision-making process of this consumer group.

However, although all three formats have a similar effect, the differing levels of influence indicate that consumers do not respond equally to all types of "content," but rather place importance on the "method of receiving the information." This is a key issue that makes this research interesting for comparative analysis.

Compare video, image, and article formats.

1) Video has the greatest influence: Because it can communicate information, emotions, and practical use.

Research findings showing that video has the greatest influence on purchase intention reflect that video is the communication format that best responds to the nature of consumers in the digital age, especially in the case of health products that don't just need to attract attention, but also need consumers to "understand" and "believe" simultaneously.

The advantage of video over other formats lies in its ability to present information in multiple dimensions simultaneously. That is, video can combine images, sound, text, descriptions, and demonstrations into a single medium. This allows consumers to not only receive abstract information but also see the actual use of the product, such as how to prepare a meal, the appetizing appearance of a menu, the image of a health product, or even comparisons with general products. These help reduce the gap between "product information" and "expected consumer experience" more than other formats.

Comparatively speaking, video doesn't just have the advantage of providing information like articles or the advantage of being visually appealing like images. It combines the advantages of both formats and adds emotional and realism dimensions. Therefore, if articles help consumers "understand" and images help consumers "be interested," video helps consumers "understand, be interested, and believe" simultaneously. It is therefore not surprising that video has the greatest influence on purchase

intention.

In the case of the health-conscious group, this result is even clearer. Because this consumer group often wants clear and practical information, video is an ideal medium. It demonstrates that low-sodium soy sauce is not just a health-conscious option in concept, but a product that is practical for everyday use, beneficial, and easy to consume. Seeing this real-world usage directly impacts consumer trust and easily translates from information awareness to purchase intention.

Furthermore, video aligns with current consumer media consumption habits, which favor fast, easy-to-understand, and entertaining information. Video caters to both rational and emotional perception simultaneously, resulting in significantly higher persuasive effectiveness compared to other formats.

2) Images Have Secondary Influential Power: Dominant in Attractiveness and Rapid Recognition, but Not as Deep as Video.

The research finding that images have the second-highest influence on purchase intention after video is consistent with the unique characteristics of images as a highly rapid medium for creating awareness. Consumers can immediately understand certain key messages from a visual perspective, such as the product being related to health, appearing trendy, looking delicious, or having a clean and safe image. These factors significantly impact initial attitude formation.

Compared to text, images have a clear advantage in terms of speed of attracting attention and creating a strong first impression. Online consumers tend not to spend much time reading long texts but can immediately stop to look at a striking image. Therefore, images play a crucial role in the initial stages of marketing communication, especially in competing with the vast amount of information on online platforms.

However, compared to video, images have limitations in terms of message completeness. While images can attract attention and create good recall, they cannot explain the reasons, details, or process of using a product in the same depth as video. Images may make consumers feel that the product looks interesting, but they are not sufficient to answer important questions such as how this product differs from the previous one, how to use it, or whether it is worth the higher price.

In other words, images play a prominent role as a "door opener" to attract consumer interest in a product, but their ability to push consumers to the point of purchase intention may still require support from other media. This is especially true when products have a certain level of cognitive complexity, such as low-sodium soy sauce directly related to health.

Therefore, the fact that images have a secondary influence to videos clearly reflects that in the health product market, "attractiveness" alone may not be enough; "understanding" must also be present. Images work well for attracting attention, but they cannot drive trust as fully as videos.

3) Articles Have the Lowest Influence: Strong in Information but Limited in Attention and Speed.

The research finding that articles have the lowest influence on purchase intention does not mean that articles are unimportant, but rather reflects that in the context of online communication and current consumer behavior, articles may function more as a “decision-making support medium” than a “direct decision-making stimulus.”

The advantage of articles is that they provide detailed, systematic information and explain rational points better than the other two formats. This makes them ideal for consumers who want factual information, such as the benefits of reducing sodium, product differences, or health reasons to choose a particular product. In other words, articles play a significant role in creating in-depth understanding and helping consumers make more rational decisions.

However, compared to images and videos, articles have two significant limitations:

Firstly, they take more time to receive information. Consumers have to read and process each section, which does not align with the media consumption behavior that demands speed.

Secondly, they lack emotional and visual appeal. Even with good information, if they cannot capture the consumer's attention from the beginning, they may not be fully effective.

In the case of low-sodium soy sauce, a product where consumers need both understanding and confidence, articles may answer questions well, but they cannot create enough visual and emotional motivation as videos, and they cannot attract attention as immediately as images. Therefore, the result is that articles still have a positive influence. But it is the lowest in comparative terms.

However, articles still have strategic value, especially in the stage where consumers want to check more information before making a purchase decision. That is, if videos serve to create overall interest and confidence, and images serve to entice people to stop and look at the product, articles can serve as a space to justify and confirm the value of the purchase in the final stage.

Compare based on the characteristics of consumer groups.

Considering the research findings in conjunction with the characteristics of the sample group, who are health-conscious in terms of food, the findings regarding the order of influence of video, images, and articles are highly reasonable. This consumer group has unique characteristics that differentiate them from the general consumer. Specifically, they don't buy simply out of curiosity, but because they desire health benefits, safety, and suitability for daily consumption.

This means that the media that will have the most influence on this group must not just be visually

appealing, but must clearly connect "health information" with "practical use." Videos are the most suitable because they show consumers that the product is not just a conceptual health product, but something practical for household use, usable in cooking, and accessible.

While images can create interest, they may not be sufficient for consumers who need reassurance. Articles, while containing detailed information, require more time and attention to read, so they may be suitable for some consumers who want in-depth information, but they are not the most powerful format overall.

Compare with the characteristics of the product.

This research also reflects that product characteristics determine which content format is most effective. Low-sodium soy sauce is not a product whose value consumers immediately understand like regular products, because taste, health, price, and value for money are all involved.

For products with easy purchasing decisions, images may suffice. However, for products that need to explain why they are "better" or "more cost-effective," media that provides more comprehensive and clearer information has an advantage, which in this case is video. While articles can provide good detail, they are not as conducive to rapid information dissemination as video. Therefore, the results clearly reflect the suitability between "type of media" and "type of product."

Discussing the Results from a Strategic Perspective.

Strategically, this research indicates that if businesses want to increase the purchase intention of health-conscious consumers, they should not rely solely on text-based communication but should prioritize video as the core of their communication. Video can simultaneously provide information, demonstrate products, and build trust.

However, this does not mean that images and text are unimportant. On the contrary, the research shows that all three formats play different roles:

- Video is suitable for persuasion and fully explaining the value of a product.
- Images are suitable for attracting attention and creating memorability.
- Text is suitable for providing in-depth information and supporting decision-making.

Therefore, the most appropriate approach may not be to choose only one format, but rather to design an integrated communication strategy using video as the lead, images as the trigger, and text as the supporting source of in-depth information.

In summary, this research clearly demonstrates that the three content marketing formats influence the purchase intention of health-conscious consumers regarding low-sodium soy sauce, but with significantly different levels of influence. Video has the strongest influence because it can

communicate information, reasoning, emotion, and practical usage comprehensively. Images have the second strongest influence, excelling in attracting attention and rapid recognition, but are limited in the depth of information. Text has the lowest influence; although it provides detailed and clear information, it is limited in speed and engagement.

This finding reflects that, in the context of health products and health-conscious consumers, "the format of presentation" has a significant impact on the success of communication as much as "the content of the message" itself. Media that can enable consumers to understand, trust, and visualize practical use will have the greatest power in driving purchase intention.

7. SUGGESTIONS AND RECOMMENDATIONS

1) Practical Recommendations (for Entrepreneurs)

Video should be the primary medium for marketing communication.

Research shows that video has the greatest influence on purchase intention. Entrepreneurs should prioritize developing video content, designing videos that comprehensively communicate product information, including features, health benefits, and practical usage. Examples include cooking demonstrations with low-sodium sauces or comparisons with conventional products.

Furthermore, videos should be of appropriate length, easy to understand, and have clear image and sound quality to maximize engagement and build consumer trust.

Use images as a tool to attract attention.

Although video has the greatest influence, images still play a crucial role in attracting short-term attention. Entrepreneurs should use striking, visually appealing images that immediately communicate the product's key message. Examples include images depicting healthy food, food menus, or comparisons of sodium content.

Images should be used in conjunction with video to serve as a "starting point for awareness" and stimulate consumer interest in further content.

Use articles as a supplementary medium for in-depth information.

Even though articles have the lowest influence compared to other formats, they still play a vital role in providing in-depth information to consumers, especially those seeking information to aid their decision-making. Examples include information on the health effects of sodium or reasons to choose low-sodium products.

Therefore, entrepreneurs should use articles as a supplementary tool. To increase credibility and build

consumer confidence in purchasing decisions:

Design an integrated content strategy.

Based on research showing that all three formats influence purchase intention, businesses should not choose only one format but should design a mixed communication approach using:

Video as the primary persuasive medium,

Images as a means of attracting attention, and

Articles as a means of providing in-depth information.

Using these media together in this way will greatly enhance communication effectiveness and impact purchase intention.

Emphasize communication that clearly links to health.

Since the target audience is health-conscious, businesses should emphasize communication related to health benefits, such as reducing disease risk, controlling sodium intake, or promoting a better quality of life, so that the content aligns with the consumer's primary motivation.

8. CONCLUSION

This research, "The Influence of Content Marketing Formats in Advertising on the Purchase Intention of Low-Sodium Soy Sauce Among Health-Conscious Consumers," aims to study consumer opinions on content marketing formats in advertising, examine purchase intentions, and analyze the influence of content formats—articles, images, and videos—on consumer purchase intentions.

The research findings indicate that consumers have a high overall opinion of content marketing formats. Video was rated highest, followed by images and articles, respectively. This reflects the digital-age consumer's emphasis on communication formats that can convey information completely, are easy to understand, and are engaging at the same time.

Regarding purchase intention, consumers have a high intention to purchase low-sodium soy sauce, particularly in terms of first-choice purchase and future repeat purchases. This demonstrates the product's potential to effectively meet the needs of health-conscious consumers.

Furthermore, the analysis of the influence of content marketing formats revealed that all three content formats significantly influenced purchase intention. Video had the highest influence, followed by images and articles, respectively. This clearly shows that the presentation format of content plays a crucial role in consumer decision-making, just as important as the product's content itself.

This research reflects that... Health-conscious consumers make decisions based on both information

and experiential understanding. That is, they want not only rational information about product benefits but also visual representations of practical use and how it can be incorporated into daily life. This aligns with the characteristics of video, which can effectively communicate information, visuals, and emotions.

Furthermore, the research indicates that while articles can provide in-depth information and images can quickly capture attention, using only one format may not be sufficient to persuade consumers in the health product sector. Therefore, effective marketing communication should involve a suitable combination of multiple content formats.

In summary, content marketing is a crucial tool for building understanding and trust among consumers, especially in the health product sector where consumers need information to make informed decisions. Video is the most potent medium for stimulating purchase intent in the context of this study, while images and articles continue to play important supporting roles in enhancing overall communication effectiveness.

This research is therefore not only academically valuable in explaining the relationship between content marketing formats and purchase intent, but also practically valuable in providing guidance for businesses to design communication strategies appropriate to consumer behavior in the digital age and enhance their competitiveness in the health product market.

ACKNOWLEDGEMENTS

This research was supported by the Faculty of Business Administration, Bangkokthonburi University. In addition, the researcher has received support from the advisory board, academics, relevant experts, and information providers. The researcher would like to thank everyone for their cooperation in making this study a success.

REFERENCES

- [1] Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing. *Psychology & Marketing*, 32(1).
- [2] Centers for Disease Control and Prevention. (2022). COVID-19 and people with certain medical conditions.
- [3] Centers for Disease Control and Prevention. (2025, June 11). People with certain medical conditions and COVID-19 risk factors. <https://www.cdc.gov/covid/risk-factors/index.html>
- [4] Content Marketing Institute. (2023). What is content marketing? <https://contentmarketinginstitute.com/what-is-content-marketing/>



- [5] Digital Advertising Association (Thailand). (2022). Press report Thailand digital advertising spends 2020–2021. <https://www.daat.in.th/digital-ad-spend>
- [6] Euromonitor International. (2022). Health and wellness in Thailand.
- [7] He, F. J., & MacGregor, G. A. (2015). Salt reduction to prevent hypertension. *Journal of Human Hypertension*, 29(1).
- [8] Hofstede, G. (2011). Dimensionalizing cultures. *Online Readings in Psychology and Culture*, 2(1).
- [9] Jaakonmäki, R., Müller, O., & vom Brocke, J. (2017). The impact of content marketing. *Journal of Marketing Management*,
- [10] Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
- [11] Tafesse, W. (2015). Content strategies and audience response. *Journal of Marketing Communications*, 21(3).
- [12] United Nations. (2015). Sustainable Development Goals.
- [13] World Health Organization. (2023). Noncommunicable diseases.
- [14] World Health Organization. (2025, September 25). Noncommunicable diseases. <https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases>