THE EFFECT ON DIGITAL CONTENT MARKETING ON ONLINE PURCHASE INTENTION: THE MODERATOR ROLE OF AGE AND GENDER VARIABLES[*]

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Abstract

This study examines how digital content marketing affects consumers' intentions to make online purchases. It tries to identify how demographic data on gender and age play a moderating impact. A face-to-face survey approach was used to collect data from 620 participants as part of the research, and PLS-SEM analysis was applied to the results. Obtained results demonstrate that gender and age variables do not moderate the relationship between digital content marketing and online purchase intention variables, even though they demonstrate that digital content marketing methods are extremely effective on online purchase intention. Thus, the study has shown that age and gender factors, which have been looked at for companies to accurately determine their target audiences and potential customer profiles, do not have a moderating role, despite evidence showing that digital content marketing is an important strategy in consumers' preferences for online shopping.

Keywords: Content, Digital marketing, Social media, Online shopping.

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DİJİTAL İÇERİK PAZARLAMASININ ONLINE SATIN ALMA NİYETİNE ETKİSİ: CİNSİYET VE YAŞ DEĞİŞKENLERİNİN DÜZENLEYİCİ ROLÜ

Özet

Bu çalışma dijital içerik pazarlamasının, online satın alma niyetine etkisini ve bu ilişkide cinsiyet ve yaş demografik verilerinin düzenleyici rolünün ortaya konulmasını amaçlamaktadır. Araştırma kapsamında 620 katılımcıya yüz yüze anket yöntemi ile anket uygulaması yapılmış olup, elde edilen veriler, PLS-SEM analizine tabii tutulmuştur. Elde edilen sonuçlar; dijital içerik pazarlaması uygulamalarının, online satın alma niyeti üzerinde büyük ölçüde etkili olduğu sonucunu gösterirken, cinsiyet ve yaş değişkenlerinin ise dijital içerik pazarlaması ve online satın alma niyeti değişkenlerinin üzerinde düzenleyici bir rolü olmadığı

sonucunu göstermektedir. Böylelikle; dijital içerik pazarlamasının tüketicilerin online alışveriş tercihlerinde önemli bir strateji olduğuna dair kanıtlar elde edilirken, firmaların hedef kitlelerini ve potansiyel müşteri profillerini doğru bir şekilde belirleyebilmelerine, yönelik olarak incelenmiş olan yaş ve cinsiyet faktörlerinin düzenleyici bir rolü olmadığı yapılan çalışma ile ortaya konulmuştur.

Anahtar Kelimeler: İçerik, Dijital pazarlama, Sosyal medya, Online alışveriş.

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Introduction

Consumers today demand more information about the products and companies using more interactive marketing techniques. Because of this, businesses are creating digital platforms where consumers can obtain objective and detailed information about their brands in order to connect with them and win their loyalty. Because consumers want brands to give them more information and engage in easier and richer interactions with them, the transition from traditional to digital purchasing has changed not only the shopping habits of individual consumers but also those of B2B businesses.

Through digital platforms that they utilize as a tool to reach customers and potential customers, businesses use unique, interesting, catchy, and intelligently created content as methods that will provide supremacy over their competitors. Because of this, creating engaging digital content for platforms like social media, blogs, e-books, videos, and websites that will attract users to businesses becomes a crucial component of digital marketing strategies. Good content positions companies not only as sellers of their products but also as a trusted source of information, while at the same time providing opportunities such as direct access to customers, responding to consumers' needs and desires at the highest level and providing different perspectives. With a successful digital content marketing application, consumers can have information about a brand or product and can stand out among their competitors and attract the attention of consumers. In this context, digital content marketing gives companies the opportunity to generate revenue, which is their main objective, and has a favorable impact on consumers' buy intentions.

In this study, the impact of digital content marketing strategies on consumers' intentions to make online purchases investigated, and it determined whether factors such as age and gender have a moderating role. In this context, firstly; the definition of the concepts of digital content applications and online purchase intention and their importance for companies will be revealed, and studies on the relationship between related variables will be evaluated. Besides, studies that reveal whether demographic variables such as age and gender have an effect on their attitudes towards digital content applications and online purchasing behaviors will be examined and the possible relationship between them will be investigated and then the hypotheses of the study will be developed. In the last part of the study, in order to measure the moderator effect of age and gender variables on the effect of digital content applications on online purchase intention, necessary statistical analyzes will be made and the results will be reported.

A. DIGITAL CONTENT MARKETING

The definition of the term of content marketing can be explained as a kind of art to identify and comprehend consumers needs (Świeczak, 2012), a phenomenon that encompasses all marketing activities

(Pulizzi & Barrent, 2009), which enables the creation or sharing of content in order to create interaction with existing and potential consumers. The concept of digital content was first defined in the literature by Koiso-Kantilla (2004). According to this definition, digital content is defined as;

> *'The distribution of digital products through electronic channels and their conceptualisation as bit-based objects'* (p. 46).

Changing consumer behaviour is encouraging content marketers to move towards modern marketing to meet the needs of both individuality and inclusiveness, so marketers are incorporating online content marketing practices to better personalise content (Kee & Yazdanifard, 2015). Unlike sales and traditional marketing campaigns, digital content marketing focuses on providing consumers with information and valuable ideas about the publication or use of applications such as text, images, videos and other content (Vinerean, 2017). Content marketing is designed to attract consumers who are actively seeking guidance and aims to provide the consumer with the information they are looking for before making a purchase decision by providing relevant and valuable content (Pharr, 2019). Digital content marketing enables customers to have precious knowledge with which they can easily handle marketing activities defines as complex, which creates long-term customer loyalty and creates a positive impact on consumers' minds about the product (Andaç et al., 2016). With successful content produced on digital platforms and especially social media networks, companies aim to increase their interaction with the target audience (Le, 2013). The most well-known digital content marketing practices are indicated as;

1. Blog posts: Blogs are widely used with websites as an important business or marketing tool, providing valuable information and experiences to readers (Frick, 2010). Since blogs are an easy and efficient way to communicate personal opinions to readers, they are frequently used applications in content marketing (Scott, 2011).

2. Websites: Websites are all kinds of written, visual, audio elements, graphics, animations or videos that can be accessed via computer (Kazankaya, 2020). Many large organisations, and even some small organisations, have multiple sites (or microsites) on the Internet, and these often focus on narrow content areas (Pulizzi & Barret, 2009). When creating a seamless user experience or preparing a website, businesses should bring together technology, content, design and architecture, and present an interesting, easy-to-understand content with their sites and any information they want to convey to their users with a click (Frick & Werve, 2010).

3. E-books and White Pages: While white papers are reports or guides that provide information on how to address or solve a particular issue or problem, e-books are content that is usually prepared to educate people or provide in-depth information on a subject (Handley & Chapman, 2019). Such type of content application initiates comprehensive research and knowledge which presents a deep source of knowledge about the relevant topic. To be able to achieve this situation providing a specific topic for target customers and a new resource of credibility for companies should be provided (Vineran, 2017).

4. Videos: Videos are a meaningful means for a content marketing method to describe specific matters. YouTube, the most widely used and most interacted video application in the world, is an

application that allows people from all over the world with access to the internet to produce video content and share it with people (Boran, 2021).

5. Podcasts: Podcasts are associated with interviews that are pre-recorded and conventional radio programmes and companies make use of them to produce leads by discussing various phenomenon of interest to a company's potential customers (Vıneran, 2017). Discussing various issues of interest towards a company's potential consumer and creating leads are also possible with these podcasts.

6. Social media: Social media is associated with a bunch of technologies for sharing communication, content, etc. between individuals, friends and social networks (Treadaway & Smith, 2010). Social networking sites are socialisation tools that provide a virtual environment for people to communicate over the internet (Opreana & Vineran, 2015). Social network websites are among the most commonly applied versions of social media. Social networks; (Facebook, Linkedin, Twitter, Pinterest, Instagram, etc.) are very special and important applications for digital content marketing, because with these applications, potential customers can be brought to the brand and have the opportunity to communicate (Baltes, 2015).

B. ONLINE PURCHASE INTENTION

Online shopping offers opportunities for both consumers and firms so many entrepreneurs have tried to start innovative and creative online businesses in recent years. It is among the efficient online purchasing systems, being the most promising and profitable online system (Erdoğmuş & Çiçek, 2011). The concept of online shopping is defined as the action in which consumers make purchases of products and services over the internet (Armağan & Temel, 2018). Online shopping is a new marketing channel that can provide consumers with an open, fair and inexpensive environment and has an immensely vital role in people's daily lives for reasons as providing effective access to information (Chen, 2012). Online shopping provides consumers with the opportunity to customize the delivery time and place according to the order, as well as saving time and convenience by being just a click away (Rungsrisawat et al., 2019).

1. Relation of Digital Content Marketing Practices with Online Purchase Intention

The meaning of online purchase intention is defined as "*the possibility of consumers' purchasing a product or service in the near future*" (Ajzen & Fishbein, 1980; Laksamana, 2018). Purchase intention refers to a process that begins with consumers' awareness of the need for a product or service. It also includes their perception of that product that triggers them to purchase it (Turgut, 2016). As it is known that conducting a marketing activity through digital platforms has a significant impact on the behaviours of consumers during the decision-making process prior to purchase (Orel & Arık, 2020), it is crucial for companies to be able to measure the purchase intention of consumers for a certain product to be offered in the future (Eyel & Şen, 2020).

According to studies and the literature, digital content marketing strategies have a positive impact on consumers' online purchase intentions;

The study by Alwan & Alshurideh (2022) aimed at revealing the impact of digital content marketing on the intention of purchase, as well as the mediating impact of brand equity. While the

study's results showed that digital content marketing affected consumers' intentions to make purchases, they also showed that it had a mediating effect on brand equity elements.

Al-Gasawneh and Al-Adamat (2020) aim to reveal e-WOM the mediating roles in content marketing practices and their relationship among purchase intentions in Jordan. The study revealed that there are meaningful the connections between e-WOM and content marketing with purchase intentions.

In a study conducted by Pektaş and Hassan (2020), the impact of digital contents on tourists' purchase intentions is investigated. The study results indicate significant positive relationships are observed between tourists' purchasing tendency and e-WOM and doubt sub-dimensions (reliability, disbelief). While it is seen that the sub-dimensions of the doubt scale affect credibility, e-WOM and tourists' purchase intention, it has no role on persuasive information.

Ansari et al., (2019); in the study in which they investigated the effect of brand awareness and social media content marketing on consumers' decision to purchase, while they proved that brand awareness has a weak positive meaningful correlation with the consumers' decision to purchase, and they also revealed that social media content marketing has an average level positive meaningful relationship with the consumers' decision to purchase.

H1: Digital content marketing practices have a significant effect on online purchase intention.

2. The Correlation of Age and Gender Factors with Digital Content Marketing and Online Purchase Intention

Content marketing involves activities that uncover the needs and expectations of consumers and produce products that are tailored to consumers. So, it is generally defined as the art of creating communication with consumers, and it has become an increasingly crucial element in influencing consumer purchase decisions. (Gedik, 2020). Consumers' purchase decisions are affected by various factors on digital platforms as well, especially getting fast feedback, different comments that anyone can see, and their ability to quickly access to a content related to a product (Kiran, et al., 2019). However, another factor that stands out in affecting consumers decision is their personal characteristics, as seen in traditional marketing. Personal factors consist of individual characteristics and are highly affective factors on the purchase decisions of consumers (Örücü & Tavşancı, 2001). Personal factors include age, profession, economic strength, lifestyle and personality of the consumer (Çakır et al., 2010). The meeting of the needs and expectations of the consumers through sound stages of age and life plays a significant role since the needs and interests in products and services at every age differ (Durmaz et al., 2019). As changes in the economic situation and life perspectives appear due to aging, the needs and demands of individuals at every phase of life are bound to be met (Sezer, 2021).

In addition, because men and women have different expectations from products and services, gender is one of the personal aspects that has the greatest impact on purchasing decisions (Gavcar & Didin, 2007; Örücü &Tavşancı, 2001). These differences seen either in the decision-making phases of men and women consumers or in their consumption habits are accepted as the base why gender stands out as

a significant factor in the analysis of consumer behaviours related to marketing activities (Kavak et al., 2021).

The results of studies that look at how age and gender factors affect digital content marketing and its effect on online purchase intention differ, according to a review of the literature. It has been observed that digital content marketing has an impact on age and gender variables, especially as the most widely-used digital content platform, social media, has different impacts on the age and gender variables of users. When online purchase intention of consumers has been evaluated in terms of gender and age, despite findings revealing that there is no difference in gender but age is under influence, it is observed that there are studies demonstrating the effect of both age and gender.

As a result of the findings obtained from the studies conducted by Özgüven Tayfun and Soylu (2021) which aimed at measuring the effect of social media marketing activities on consumer perception on the purchase intention of consumer on online shopping; ıt has been found out that purchase intention does not reveal any difference in professional, educational and income level of consumers, however it has been detected that gender and the time period spent on social media have an impact on decision making mechanism.

Şen and Ar (2021); has conducted a research handling the differences between genders impulsive purchase and this study has revealed proofs showing that there are differences in the impulsive purchasing behaviours of men and women consumers.

Khalaeli (2020); In his study investigating the effect of social media ads and promotions on online purchase intention, he investigates the mediating effect of personal factors such as age, gender, education and income. While the results of the research reveal a significant relationship between social media ads and online purchase intention, it proves that variables such as age, gender, education and income have a mediating role in the correlation between social media ads and online purchase intention.

Akbarov (2020); examines the effect of consumers' age and income variables on social media marketing activities. The results of the research reveal that while social media marketing activities have an effect on income, they also do not reveal any effect on the gender variable.

Irshad and Ahmad (2019); investigated the mediating effect of gender factor in consumers attitude against social media marketing, and as a result of the research, it has been found out that gender factor is a significant moderator variable in consumers attitude against social media marketing.

Sharma and Jain (2017); demonstrated that consumers' online purchasing behavior is not affected by demographic factors such as age, income, gender, qualification and occupation. The findings obtained indicate that the characteristics of participants such as age, gender, income, proficiency and occupation do not affect their status online. As a result, the study indicates that marketers decide on their strategies regardless of demographic characteristics such as consumers' age, gender, occupation and income.

Sorce et al., (2005) aimed at examining shopping and purchasing behaviors mediated by attitudes towards internet shopping. According to the results, older consumers purchase significantly fewer products on the internet compared to younger consumers, but they still exhibit considerable activity.

While this study refutes the prevailing perception in society that online consumers are mostly young consumers, it also revealed that the age factor does not affect on purchasing behavior.

H₂: Gender has a moderating effect on the relationship between digital content marketing practices and online purchase intention.

H₃: Age groups have a moderating effect on the relationship between digital content marketing practices and online purchase intention.

C. METHOD

1. Data Collection Tools

Within the scope of the research, a questionnaire consisting of four sections was applied to 620 consumers using face-to-face survey method. The initial part of the questionnaire form includes demographic information form with the participants' gender, age, educational status, marital status, per month income, daily internet usage time, finding digital content useful, online shopping status and frequency of shopping.

The Digital Content Marketing Scale, developed by Pektaş and Hassan (2020), is included in the second section to evaluate tourists' trust in digital content marketing strategies. The high score obtained in the scale consisting of 11 items and one dimension in five-point Likert type (1. strongly disagree, 5. strongly agree) indicates that the perception of digital content marketing is highly positive. The study shows the Cronbach Alpha coefficient of the scale was determined as 0.88.

The last part of the questionnaire presents the Online Purchase Intention Scale used by Yanık (2016) to evaluate consumers' purchase intention using new media tools. The high score obtained in the scale consisting of 4 items and one dimension in five-point Likert type (1: strongly disagree, 5. strongly agree) indicates a high level of purchase intention on digital platforms. The Cronbach Alpha coefficient of the scale in this study was obtained as 0.86.

2. Analysis of Data

SmartPLS 4.0 and SPSS 22.0 statistical packages were used to analyze the data in this study. It was applied in confirmatory factor analysis of scales partial least squares based structural equation modeling (PLS-SEM). PLS was chosen as a methodological choice for four reasons: First, as a component-based approach, it replaced the minimum requirements for sample size and residue distributions to achieve sufficient statistical strength (Hair et al., 2012; Lohmoller, 1989; Reinartz et al., 2009). The latter allows us to model hidden variables and evaluate both measurement and structural models at the same time (Barclay et al., 1995; Chin, 1998). Thirdly, it is considered one of the most suitable techniques for the development of the new theory. Finally, it can be used to assess the impact of common method bias (Liang et al., 2007; Podsakoff et al., 2003).

Hair et al.'s instructions on how to apply and report the PLSSEM method were followed (2011 and 2012). For the sample size, the sample rule of 10 times the number of indicators in the model was taken into account (Chin, 1998). For the normal distribution of the items, Skewness and Kurtosis were checked

and after the logarithmic transformation the values were found to be in the range of ±1.50 (Annex-1). Total number of indicators in the model of "the moderating effects of age and gender on the effect of digital content marketing on online purchase intention" is 22, 220 samples were sufficient, but 620 samples were reached in this study. Furthermore, "The minimum sample size required to achieve a certain level of statistical power in PLS is equal to or lower than the size required for ML-based CBSEM, and in most cases, ML-based CBSEM needs twice One of the main reasons for preferring PLS is that the statistical power of PLS is higher than that of ML-based CBSEM" (Chin et al., 2003; Reinartz et al., 2009).

In the PLS analysis, item loadings, discriminant validity and reliability were examined to evaluate the psychometric properties of the scales. As suggested by Chu et al. (2004), items with a factor load below 0.50 and insignificant items were removed. Above 0.70 loads and their reliability were considered acceptable (Fornell & Larcker, 1981). In PLS analysis, the factor of the items is interpreted as in the basic components factor analysis (Chin et al., 2003).

In PLS analysis, there are two criteria used to assess discriminating validity. First, elements must be more strongly loaded into the structure to which they belong than to other structures; and secondly, the square root of each reflective structure AVE must be greater than the level of correlation containing the structure (Chin, 1998).

The structural model results were evaluated by testing hypotheses with the help of the structural model in Smart PLS. The pathway coefficients of a PLS model are interpreted in the same way as standard beta weights in regression analysis. The quality of a PLS model is judged by two indicators: variance (R^2), which is explained by intrinsic variables, and the importance of regression coefficients (Chin, 1998; Saade, 2007).

3. Research Model

In the research model, the independent variable was determined as "digital content marketing practices (DCMP)", the dependent variable as "online purchase intention (OPI)", and the moderator variables as "gender" and "age groups" (Figure 1).
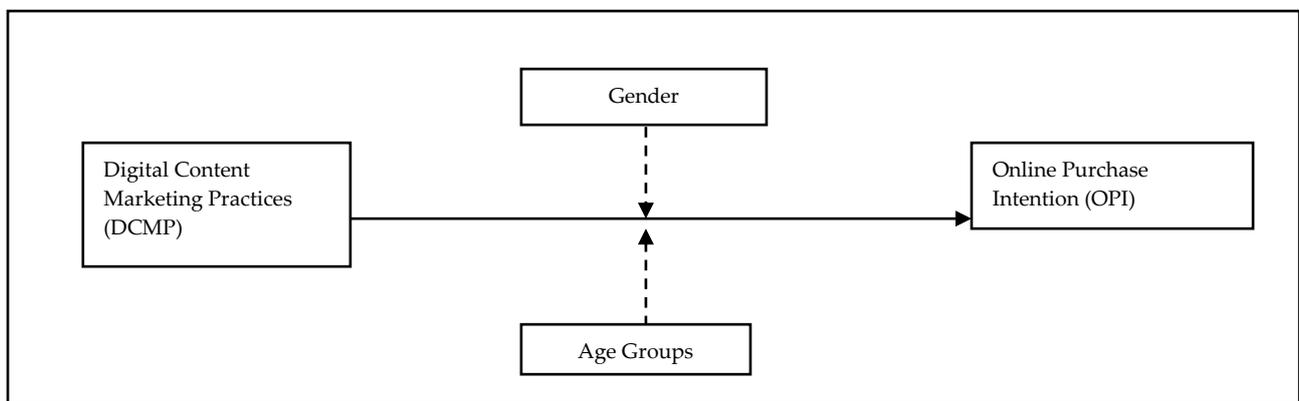
Figure 1. Research Model

4. Hypotheses of the Research

The hypotheses of the research were determined as follows:

H1: Digital content marketing practices have a significant effect on online purchase intention.

H2: **G**ender has a moderating effect on the relationship between digital content marketing practices and online purchase intention.

H3:Age groups have a moderating effect on the relationship between digital content marketing practices and online purchase intention.

D. FINDINGS

Information on the demographic characteristics of the participants is given in Table 1.

Table 1. Distribution of Participants According to Demographic Characteristics

Demographic Variable	Groups	N	%
Gender	Female	351	56,6
	Male	269	43,4
Age groups	18-25 years	140	22,6
	26-35 years	242	39
	36-45 years	170	27,4
	46 years or above	68	11

When the demographic data of the participants are analyzed on the basis of gender; It is seen that 56,6% of the participants are female and 43.6% are male participants. When examined on the basis of age; 22,6% of the participants aged 18-25, 39% of the participants aged 26-35, 27,4% of the participants aged 36-45, and 11% of the participants aged 46 and over.

The results of the validity and reliability analysis performed with partial least squares based structural equation modeling (PLS-SEM) are shown in Table 1.

Table 2. Validity and reliability findings for digital content marketing and online purchasing scales (first model)

Variables	Factor Loading		A	SCR	AVE	Discriminant Validity (Fornell-Larcker Criterion)		
	Min.	Max.				1	2	3
1- DCMP F1	0.714	0.757	0.913	0.927	0.536	**0.732**		
2- DCMP F2	0.322	0.927	0.750	0.584	0.306	0.558	**0.553**	
3- OPI	0.825	0.891	0.893	0.926	0.758	0.706	0.491	**0.871**

The bold values are the square root of the subtracted average variance. Shows the variance that is shared between a structure and its measures. To meet the separator validity requirements, dark diagonal elements must be larger than non-diagonal elements.

As shown in Table 2 and Figure 2, in the second factor of the digital content marketing scale, which consists of four items, the factor load of the three items is less than 0.50. In the second factor of the digital content marketing scale, the AVE is lower than 0.50 (AVE=0.306) and the SCR is lower than 0.70 (SCR=0.538). When the discriminatory validity requirements are examined, the variance explained by the

factor loads in the second factor of the digital content marketing scale is higher than the loads in other factors (F1). According to the findings obtained, it is seen that the validity and reliability of the second factor of the digital content marketing scale is not sufficient. When the problematic items are removed, only 1 item remains in the second factor and ceases to be a factor. For this reason, the first factor of the scale was included in the model as the digital content marketing variable.
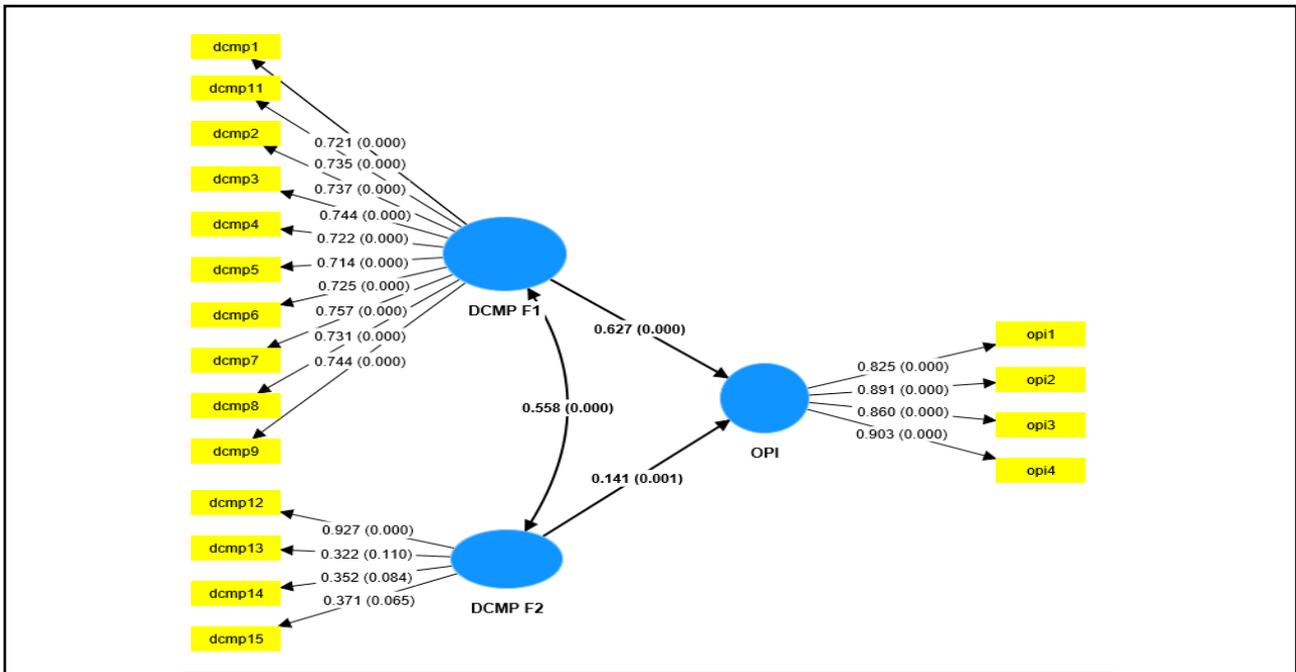

Figure 2. Factor loadings obtained by PLS-SEM (first results)

Table 3. Validity and reliability findings for digital content marketing and online purchasing scales (latest model)

| Variables | Factor Loading | | | | Discriminant Validity (Fornell-Larcker Criterion) | | |
	Min.	Max.	A	SCR	AVE	1	2
1- DCMP F1	0.714	0.755	0.913	0.927	0.536	**0.732**	
2- OPI	0.828	0.904	0.893	0.926	0.758	0.706	**0.871**

The square root of the average variance removed is represented by the values in bold demonstrates the variance shared by a structure and its measurements. Dark diagonal elements must be larger than non-diagonal elements in order to comply with the separator validity requirements.

As shown in Table 3 and Figure 3, factor loads on scales are higher than 0.50. The variance explained by the factors to which the substances of both scales belong is higher than their loads in other factors, it was found that they shared more common factor variance with the substances than with other structures and correlations were below the 0.80 cut-off value (Hair et al., 1995). Factor loads on both scales >0.50; Cronbach's Alpha coefficients >0.70; SCR>0.70; AVE>0.50 and SCR>AVE. According to the findings obtained, it was determined that the scales were valid and reliable with the structures in the latest model.
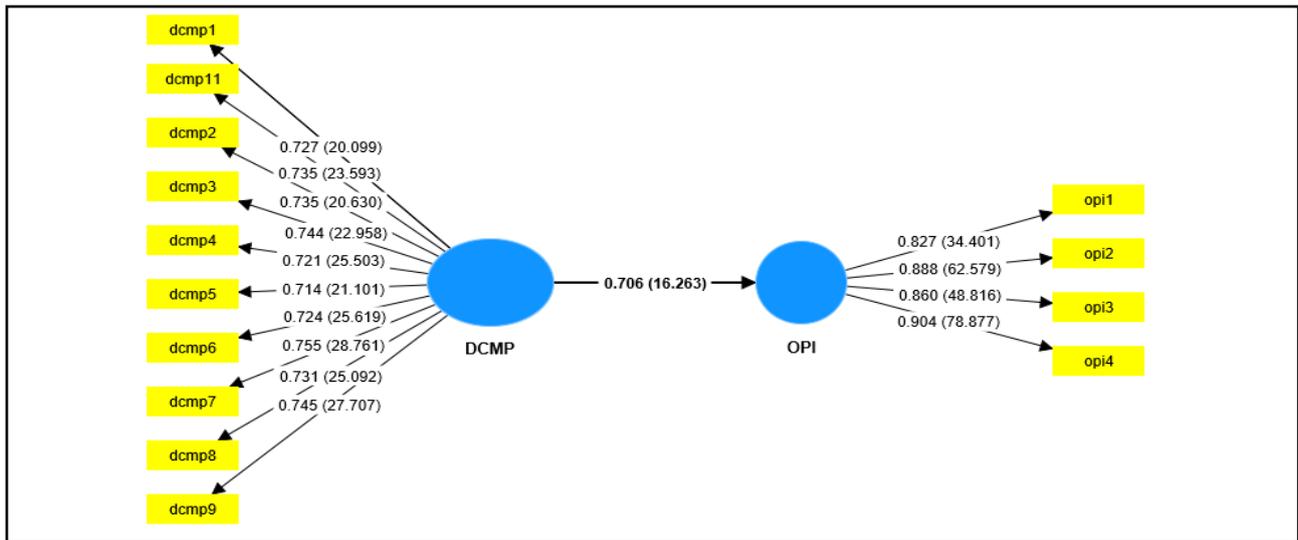
Figure 3. Factor loadings and path coefficient obtained by PLS-SEM (latest results)

In the Table 4 the findings obtained from PLS-SEM and the results of hypotheses are included.

Table 4. PLS-SEM model results with moderator variables

Model 1	Independent/ Moderator Variables	Path	Dependent Variables	H	β	t	P	ΔR²
Direct	DCMP	→	OPI	H1	0.706	16.263	**0.000**	0.498
With moderator variables	DCMP	→	OPI	H1	0.687	12.400	**0.000**	0.499
	Gender x DCMP	→		H2	0.054	0.423	0.672	
	Age Groups x DCMP	→		H3	-0.004	0.079	0.937	
X²/sd=2.662	SRMR=0.043	NFI=0.919						

According to PLS-SEM with moderator variables findings in Table 4, it was found that digital content marketing practices had a positive and significant effect on online purchasing intention (β=0.71; t=16.26; p<0.05). When Table 4 and Figure 4 are examined, it is concluded that the relationship between digital content marketing applications and online purchasing intention does not significant differ according to gender and age groups, in other words, gender and age groups have no significant moderating effect in this relationship. In the direct model, the variance announced in the online purchase intention is 0.498, while the variance obtained by adding the moderator variables is 0.499. In addition, it was determined that the R² difference between the two models (the model without moderator variables and the model with moderator variables) was below the acceptable value (R²diff. < %10) and that gender and age groups did not have a moderating effect on this relationship (Falk and Miller, 1992).

H1 **Accepted**: Digital content marketing practices have a significant effect on online purchase intention.

H2 **Rejected**: Gender has a moderating effect on the relationship between digital content marketing practices and online purchase intention.

H3 **Rejected**: Age groups have a moderating effect on the relationship between digital content marketing practices and online purchase intention.
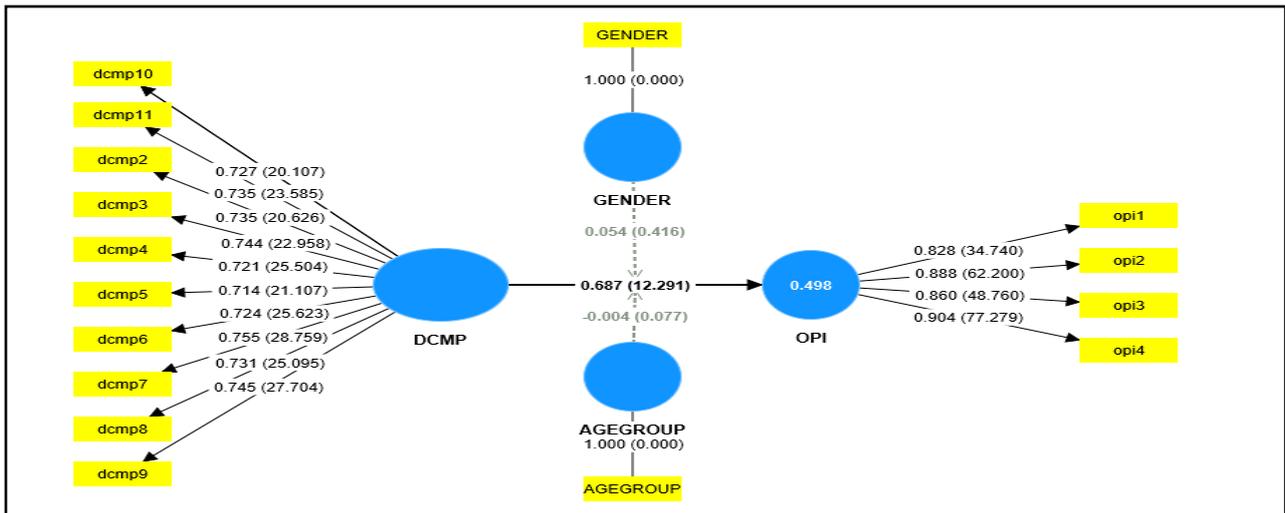
Figure 4. Path diagram for the research model

Conclusion and Recommendations

Today since companies compete with each other under tight competition conditions and try to get ahead of their competitors with the most efficient and powerful marketing tactics, it is very critical for brands to accurately identify the target audience for their products. Brands must identify the target markets that their products cater to in order to meet consumer demands and expectations in the most effective manner. For companies to carry out effective marketing and tactical activities, it is crucial to determine variables, like adressing to men and women, youngs, children or adults. This research presents the benefits with regards to identify accurate targeted mass and reveal the customer porfolio by demonstrating the moderating role of gender and age on the effect of digital content marketing on online purchase intention, as the digital content marketing being the most effective strategy used in digital marketing.

It has been found that digital content marketing techniques have a significant impact on online purchase intention as a result of the current study, which aims to evaluate if age and gender variables have a role in the influence of digital content marketing on online buy intention. It is concluded as a result of the analyses that age and gender factors do not have a moderating role. Examining the existing studies in the literature, it is observed in the majority of the studies that social media practices, which are part of digital content marketing, are typically evaluated by age and gender. The findings of these evaluations indicate that age and gender factors areefficient on digital content marketing practices (Irshad & Ahmad, 2022; Khalaeli, 2020; Özgüven Tayfun & Soylu, 2021), which is contradictory to the data obtained in this research. It is thought that this difference results from the fact that current studies examine only social media pracatices. Other content marketing practices are not included. When we look at the studies in which online purchase intention is evaluated in terms of age and gender, it is seen that some studies are highly effective (Sen and Ar, 2021), while some studies do not seem to have a significant effect (Sharma and Jain, 2017; Sorce, et al. 2005). Observing different results in different researches reveals that the results

may vary depending on the sample studied. This shows us that more studies are needed to reach a definite conclusion.

The biggest limitation of this research is that it has been studied in a limited area with a limited sample. Therefore, it is critical to repeat the studies with a larger sample in order to reach more precise judgments in terms of comparing the results. Furthermore, we agree that incorporating different demographic characteristics (occupation, income, place of residence, etc.) into future studies will contribute to defining the target audience for digital content marketing practices and identifying potential customers in online shopping.

Ethics Committee Permission

Ethics committee approval for this study was obtained with the decision of Erciyes University Scientific Research and Publication Ethics Social and Human Sciences Committee, dated 22/02/2022 and numbered 75.

Contribution Rate Statement

The authors contributed equally to the article.

Conflict of Interest

The authors declare that there is no conflict of interest between them.

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