



Digital Marketing Strategies and Their Impact on Customer Repurchase Intention in Bangkok SMEs

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Abstract

This research aims to examine the effects of digital marketing strategies on customers' repurchase intention in SMEs, employing a mixed-methods approach. Qualitative data were collected through in-depth interviews with SME entrepreneurs, while quantitative data were gathered via 500 structured questionnaires. The data were analyzed using Structural Equation Modeling (SEM). The SEM analysis revealed that Social Media Marketing, Content Marketing, and Online Reviews significantly influence Customer Engagement, with standardized coefficients (β) of 0.58, 0.41, and 0.53, respectively. Furthermore, Customer Engagement showed a strong positive effect on Repurchase Intention ($\beta = 0.72$). The model explained 64% of the variance in Customer Engagement and 69% in Repurchase Intention, indicating high predictive accuracy and alignment with empirical data. Qualitative findings emphasized that prompt customer response, sincere communication, storytelling content, and relationship building via digital platforms are key to fostering trust and brand loyalty. In conclusion, digital marketing strategies that emphasize interactive engagement and value-driven communication play a vital role in enhancing customer repurchase behavior in the SME sector.

Keywords: 1) Digital Marketing 2) Customer Engagement 3) Repurchase Intention

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Introduction

In the digital economy era, rapid technological advancements have significantly influenced consumer behavior, especially in the Small and Medium Enterprise (SME) sector. Consumers now demand speed, convenience, and engagement across multiple digital channels. Digital marketing has thus become a critical tool for SMEs—not only to attract new customers but also to retain existing ones and build long-term relationships.

According to Akram, et al., (2021, p. 9), Thais spend over 7 hours online daily, with more than 80% using social media to search for products or services. Importantly, 68.9% of users read online reviews before making a purchase. These behaviors highlight a growing reliance on peer-generated content and digital interactions in shaping purchase decisions. In this context, tools such as content marketing, online reviews, and influencer campaigns are no longer optional—they are essential.

While global studies have addressed digital marketing effectiveness in SMEs, few have focused specifically on the Thai context. Most notably, there is a lack of integrated studies examining how various digital marketing strategies interact to influence repurchase intention through customer engagement. Furthermore, prior research often isolates quantitative and qualitative components, missing the opportunity to deeply explore local entrepreneurial narratives and consumer behavior.

This research addresses these gaps by applying a mixed-methods design to examine the digital marketing strategies of SMEs in Bangkok, Thailand. Bangkok serves as a strate-

gic focus for several reasons: it is the nation's economic hub, hosts a diverse SME ecosystem (e.g., cafés, beauty clinics, fashion shops), and reflects rapid consumer adaptation to digital technologies. Additionally, post-pandemic recovery efforts in Bangkok have intensified SME reliance on digital tools for survival and growth, making it a critical case for examining modern marketing dynamics.

Accordingly, this study investigates how social media marketing, content marketing, and online reviews influence customer engagement and repurchase intention. By integrating empirical modeling with entrepreneurial insights, the research aims to offer both theoretical and practical contributions to the field of digital marketing in emerging economies, with a specific lens on Thai SMEs navigating digital transformation.

Literature Review

(1) Concepts and Theories of Digital Marketing

Digital marketing refers to the use of digital channels and technologies such as social media, search engines, email, websites, and mobile applications to connect with customers and create value. In this context, digital marketing is not only about promotion but also about creating two-way communication that builds engagement. The Digital Marketing Mix (7Ps in a digital context) – including product information delivery, digital pricing models, convenient online place and distribution, interactive promotion, people-driven service encounters, seamless processes, and digital evidence – provides a structured way to



understand how SMEs design their marketing strategies. When combined with the Customer Engagement Theory, these tools highlight how marketing activities stimulate interaction, trust, and loyalty through measurable touchpoints such as click-through rates, online reviews, and community participation. Herzallah, et al. (2025, p. 7) emphasize that digital marketing strategies enable SMEs to build personalized communication, enhance engagement, and influence consumer decision-making. In Bangkok SMEs, where competition is intense, digital platforms such as Facebook, Line, and e-commerce marketplaces provide cost-effective ways to maintain visibility, generate engagement, and cultivate long-term customer relationships.

(2) Concepts and Theories of Customer Engagement

Customer engagement is the psychological and behavioral connection between customers and a brand across digital touchpoints. It encompasses emotional involvement, cognitive attention, and behavioral participation such as likes, shares, comments, and repeat visits to digital platforms. Theories such as Relationship Marketing and the Customer Engagement Model (Sharabati, et al., 2024, p. 18). explain that higher engagement through interactive content, responsive communication, and trust-building activities leads to stronger loyalty and advocacy. In addition, Pekovic and Rolland (2020, p. 5) argue that digital engagement includes three dimensions: cognitive processing (thinking about the brand), affection (positive feelings toward the brand), and activation (participatory actions). Fan, et

al., (2025, p. 9) found that SMEs adopting coherent engagement strategies via social media significantly enhanced brand trust and repeat interaction. In the context of Bangkok SMEs, tools such as Line Official Accounts, Instagram stories, and TikTok campaigns provide low-cost but effective platforms for engagement. Engagement therefore serves as a mediating variable between digital marketing efforts and repurchase intention, linking online strategies to tangible consumer loyalty outcomes.

(3) Concepts and Theories of Repurchase Intention

Repurchase intention represents the customer's willingness and psychological commitment to continue purchasing from the same brand. It is often conceptualized as a forward-looking indicator of customer loyalty and long-term business performance. Expectation-Confirmation Theory and the Satisfaction-Loyalty Framework emphasize that positive experiences, trust, and engagement directly influence repeated purchase behavior. Furthermore, (Lawal and Adejuwon, 2022, p. 260) Loyalty Model suggests that satisfaction transitions into attitudinal loyalty and subsequently into repurchase behavior. Ariesty and Ikhsan (2024, p. 8) demonstrated that interactive and personalized digital experiences in service apps significantly increased customer repurchase intention. In the SME context, strong digital engagement not only translates into customer loyalty and higher frequency of repeat transactions but also strengthens word-of-mouth advocacy and brand resilience in competitive urban markets such as Bangkok.

(4) Integrative Framework

Based on these concepts, the central framework for this study is: Digital Marketing Strategies → Customer Engagement → Repurchase Intention. This causal chain suggests that well-designed digital marketing initiatives generate meaningful engagement, which in turn stimulates repeat purchasing behaviors. While digital marketing innovation, perceived value, and communication theories remain relevant, they are treated as supporting constructs that strengthen the primary pathway. By explicitly positioning engagement as the mediating mechanism, the framework underscores how SMEs in Bangkok can practically convert digital strategies into sustainable customer loyalty. This refined focus avoids dilution of the model and ensures that the theoretical lens remains tightly centered on the digital marketing → engagement → repurchase linkage.

Related Research

This section reviews key concepts and theories that directly inform the study's conceptual framework, focusing on the relationship between digital marketing, customer engagement, and repurchase intention in the SME context.

1. Digital Marketing Strategies; Digital marketing encompasses strategies that utilize digital channels to engage customers, including social media marketing, content marketing, and online reviews. Integrated Marketing Communication (IMC) theory highlights the importance of delivering consistent, targeted messages across platforms (Fan, et al., 2025, p. 5). In SMEs, content strategies must align with

customer expectations and platform norms to build credibility and trust.

2. Customer Engagement; Customer engagement refers to the psychological and behavioral investment a customer makes in interacting with a brand (Sharabati, et al., 2024, p. 16). In digital contexts, engagement includes likes, shares, comments, and emotional connection. Studies show that engagement acts as a mediating variable between marketing inputs and behavioral outcomes (Anabir and Chafik, 2023, p. 69). Engagement is enhanced through authenticity, personalization, and responsiveness—all of which are facilitated by digital tools.

3. Repurchase Intention; Repurchase intention represents a customer's likelihood to return to a brand based on prior experience. Expectation-Confirmation Theory (Huang, et al., 2024, p. 50) posits that satisfaction, influenced by engagement and perceived value, drives repeat behavior. Recent studies confirm that higher engagement levels via social media and user reviews directly correlate with repurchase behavior (Ariesty and Ikhsan, 2024, p. 8).

4. Role of Online Reviews and Social Influence; Online reviews serve as social proof, especially in collectivist cultures like Thailand. The credibility of peer-generated content plays a vital role in influencing purchase decisions (Pilakaew, Thanitbenjasith and Kamkankaew, 2024, p. 535). Trust is often built through transparent review management and perceived brand responsiveness.

5. Cultural Context: Thailand's Digital Consumer Behavior; Thai consumers show strong reliance on community validation and



influencer guidance. The cultural emphasis on social harmony and group opinion amplifies the role of digital interactions. Influencer marketing and online communities act as trust-enhancing mechanisms, shaping engagement and loyalty (Cunrawasih and Fasyini, 2023, p. 45).

Refined Conceptual Linkage; To maintain conceptual clarity and avoid dilution, peripheral theories on general entrepreneurial characteristics, balanced scorecard, or media behavior models are not emphasized here unless they directly influence the core path: Digital Marketing → Customer Engagement → Repurchase Intention. This refined focus ensures that the framework remains actionable and relevant to the empirical model.

Methods

This chapter outlines the methodology employed to investigate the impact of digital marketing strategies on customer repurchase intention within SMEs in Bangkok. The chapter provides a detailed explanation of the research design, population and sampling techniques, data collection tools, procedures, and methods of analysis used to achieve the study's objectives. By applying a mixed methods approach, the research integrates both qualitative and quantitative perspectives to offer a comprehensive understanding of the phenomenon under investigation. The triangulation of data sources enhances the validity and reliability of the findings, ensuring that both entrepreneurial insights and consumer perspectives are rigorously captured and analyzed.

(1) Type of Research

This study employed a Mixed Methods

Research approach, divided into two components. The qualitative component focused on collecting data through in-depth interviews with SME entrepreneurs in Bangkok to understand their concepts, strategies, and experiences in conducting marketing activities. The quantitative component collected data from 500 consumers using a questionnaire, which was then analyzed using statistical methods, particularly Structural Equation Modeling (SEM), to test the relationships among variables defined in the research framework.

(2) Population and Sample

The population comprised consumers who had previously used services from SMEs in Bangkok. The quantitative sample consisted of 500 individuals selected using convenience sampling, targeting consumers who had purchased products/services from SMEs using digital marketing channels. The qualitative sample included 15 SME entrepreneurs from various sectors such as food, beauty, fashion, and services, all of whom regularly used digital media to communicate with customers.

(3) Research Instruments

Two types of research instruments were used: 1) a questionnaire developed from a literature review, containing Likert-scale items validated by experts and tested for reliability with a Cronbach's Alpha score above 0.80, indicating high reliability; and 2) a semi-structured interview guide covering topics such as perception, communication strategies, and the impact of digital marketing on customer relationships.

(4) Data Collection

Quantitative data were collected using

self-administered questionnaires distributed directly to the sample in Bangkok. Qualitative data were collected via face-to-face and online in-depth interviews, depending on the informants' convenience. Data were recorded using audio devices and field notes, then transcribed and analyzed through content analysis procedures.

(5) Data Analysis

Qualitative data were analyzed using content analysis to identify recurring themes and patterns. Quantitative data were analyzed using SPSS and AMOS software, applying descriptive statistics, validity and reliability

testing, Confirmatory Factor Analysis (CFA), and finally, Structural Equation Modeling (SEM) to examine causal relationships among variables specified in the research framework.

Results

(1) Qualitative Research Results

Thematic analysis was applied to qualitative interview data from 15 SME entrepreneurs across sectors such as food, fashion, beauty, and services. The findings were categorized into four major themes and respective sub-themes, as outlined in Table 1.

Table 1 Thematic Analysis of SME Entrepreneurs' Experiences

Theme	Sub-Theme	Illustrative Quotes
1. Perceived Role of Social Media	- Brand visibility- Real-time interaction	"Live videos help customers feel connected to our daily routine, which builds trust quickly." (Beauty SME)
2. Barriers to Digital Literacy	- Lack of technical skills- Resource constraints	"I want to run ads but don't know how to target properly. It's all trial and error." (Fashion SME)
3. Trust through Online Reviews	- Managing customer feedback- Building credibility	"When we respond nicely to bad reviews, new customers feel safer to try us out." (Café Owner)

These thematic findings illustrate that SME entrepreneurs understand digital marketing as a relational, not merely promotional, tool. They emphasized authenticity, storytelling, responsiveness, and technological adaptation as central to fostering trust and engagement.

Integration of Qualitative and Quantitative Findings. The qualitative data substantially complement and contextualize the SEM results; Social Media Marketing → Customer Engagement (SEM $\beta = 0.58$): Entrepreneurs

highlighted how interactive tools like live streaming and real-time chat increase emotional connection and responsiveness. Online Reviews → Customer Engagement (SEM $\beta = 0.53$): Interviewees described online reviews as "digital word-of-mouth" and reported actively managing both positive and negative feedback. Content Marketing → Customer Engagement (SEM $\beta = 0.41$): Story-driven content emerged as a major tactic, aligning with the quantitative path. This integration supports methodological triangulation and confirms that emotional con-



nection, storytelling, and perceived authenticity drive engagement and repurchase behavior.

(2) Quantitative research results

The analysis using Structural Equation Modeling (SEM) was conducted via AMOS software with data from a sample of 500 participants. The results indicated the following;

(2.1) Model Fit with Empirical Data

- CMIN/DF < 2: The chi-square to degrees of freedom ratio was within acceptable limits, indicating that the model is not significantly different from the observed data.

- GFI > 0.90: The Goodness-of-Fit Index suggests the model adequately explains the data variance.

- RMSEA < 0.08: The Root Mean Square Error of Approximation indicates a good fit with low residual error.

Collectively, these values suggest the SEM model was appropriate and could significantly explain relationships among the variables.

The model accurately explained the relationships such as Digital Marketing → Customer Engagement → Repurchase Intention. Especially when customers had positive experiences through digital channels, their engagement increased, leading to brand loyalty. This reflects the dynamics of digital consumer behavior and offers strategic insights for long-term relationship marketing.

Significant statistical outcomes ($p < 0.05$) confirm that observed relationships are robust and reliable, affirming that constructs such as Digital Marketing, Customer Engagement, and Repurchase Intention are genuinely interrelated in the studied population.

(2.2) Effect of Independent Variables

on Repurchase Intention

- Social Media Marketing → Customer Engagement ($\beta = 0.58, p < 0.001$) Indicates a strong positive and statistically significant influence of social media strategies on customer engagement.

- Content Marketing → Customer Engagement ($\beta = 0.41, p < 0.01$) Suggests a moderate but statistically significant relationship, emphasizing the value of storytelling and informative content.

- Online Reviews → Customer Engagement ($\beta = 0.53, p < 0.001$) Demonstrates that customer-generated reviews, when transparently addressed, significantly enhance engagement.

- Social Media Marketing → Content Marketing ($\beta = 0.46, p < 0.01$) This indicates that social media marketing strategies have a statistically significant positive influence on the development of content marketing. With a standardized coefficient of 0.46 and a significance level of $p < 0.01$, the relationship is considered moderate. It implies that enhancing the effectiveness of social media marketing contributes to improving the quality and effectiveness of content marketing.

- Content Marketing → Online Reviews ($\beta = 0.49, p < 0.01$) This reflects a statistically significant positive relationship between content marketing and online reviews. A standardized coefficient of 0.49, which is moderate, and a significance level of $p < 0.01$ suggest that effective content strategies encourage more customers to share their feedback or post reviews about products and services online.

(2.3) Effect of Customer Engagement on Repurchase Intention

Customer Engagement → Repurchase Intention ($\beta = 0.72, p < 0.001$)

A very strong and statistically significant influence, showing that emotional bonding and proactive brand interaction increase the likelihood of repeat purchases.

(2.4) Explained Variance (R^2)

Customer Engagement: $R^2 = 0.64$ Indicates that 64% of the variance in customer engagement is explained by the model.

Repurchase Intention: $R^2 = 0.69$ Indicates that 69% of the variance in repurchase intention is explained, affirming the predictive strength of customer engagement.

This study's mixed-methods design provided a robust, multidimensional view of how digital marketing influences repurchase intention among SME consumers in Bangkok. The quantitative SEM results showed that Social Media Marketing, Online Reviews, and Content Marketing significantly influence Customer Engagement, which in turn affects Repurchase Intention. The thematic analysis strengthened these findings by giving voice to SME entrepreneurs. Qualitative narratives revealed that Social media is not just for promotion, but for real-time human interaction. Online reviews, when managed proactively, become powerful tools for trust-building. Authentic storytelling, especially through short-form videos and influencer content, boosts customer intimacy.

Conclusion and Discussion

The results from both qualitative and quantitative research indicate that digital marketing plays a vital role in enhancing customer

relationships. Specifically, the use of Social Media Marketing, Content Marketing, and Online Reviews significantly influences Customer Engagement, which in turn serves as a key driver for Repurchase Intention. These findings align with the study by Anabir and Chafik (2023, p. 65), which demonstrated that Social Media Engagement strengthens customer bonds and increases repeat purchases in online retail businesses. The research emphasized that brands maintaining consistent communication and responding promptly to customer feedback can foster long-term trust and loyalty. Their sample, drawn from fashion e-commerce businesses in Europe, revealed that high levels of engagement were associated with increased sales and repeat purchases within three months of interaction via social media platforms. Similarly, the study by Pilakaew, Thanitbenjasith and Kamkankaew (2024, p. 536) confirmed that online reviews play a crucial role in building brand trust and directly affect repurchase behavior, especially in health and beauty product categories, where consumers highly value peer experiences. Conducted among consumers in Southeast Asia, the study found that credible reviews—such as those with real images, detailed descriptions, and brand responses—directly impact consumer confidence and decision-making. The model's ability to significantly explain consumer behavior reflects a growing trend in the digital marketplace, where two-way interaction with customers is increasingly essential. It underscores the need for brands to take a proactive role in managing and responding to customer feedback on online platforms.



Qualitative data from interviews with SME entrepreneurs revealed that most recognize the importance of building customer relationships through online channels, such as replying to comments, live streaming, and using storytelling content, all of which foster customer attachment. This aligns with Curnawasih and Fasyni (2023, p. 44), who studied small businesses in South Korea and found that emotionally engaging brand storytelling enhances subconscious brand recall and long-term trust. Their findings further indicated that using short videos to share business stories and customer experiences increased social media engagement rates by up to 35% within less than a month. Additionally, Simbolon and Law (2022, p. 225) found that two-way communication via platforms like Instagram and WhatsApp Business directly impacts trust, satisfaction, and repurchase behavior among loyal customers in Latin American SMEs—especially when brands use friendly and consistent auto-reply functions.

From the quantitative perspective, SEM analysis revealed that the developed model exhibited a good fit with empirical data. The variables Social Media Marketing ($\beta = 0.58$), Content Marketing ($\beta = 0.41$), and Online Reviews ($\beta = 0.53$) had statistically significant influences on Customer Engagement, which subsequently affected Repurchase Intention ($\beta = 0.72$). The model accounted for 64% of the variance in Customer Engagement and 69% in Repurchase Intention. These results are consistent with the findings of Adomako (2021, p. 480), who studied consumer behavior in North American e-commerce and analyzed the

impact of content-driven marketing strategies on platforms such as Instagram, YouTube, and TikTok. Their study found that creative content that clearly communicates brand values significantly enhances engagement, trust, and brand loyalty. Notably, videos under 60 seconds received higher engagement compared to image or text posts. The researchers further noted that brands consistently responding to customer comments on these platforms could build a trustworthy image and drive long-term repurchase behavior. Additionally, the results support the concept of Ngo, et al. (2025, p. 4), who emphasized that systematic online review management, especially in health product categories such as supplements and skincare, enhances consumer trust among those concerned about product safety and efficacy. Their research utilized online review data from Amazon and Japanese health websites and found that informative brand responses, supported by scientific evidence and rational explanations, established a perception of expertise and transparency. These factors promoted proactive Customer Engagement, with consumers feeling more confident to express opinions, share experiences, and recommend products. The model's high explanatory power further reflects the effectiveness of digital marketing strategies in designing responsive communication that systematically and sustainably influences consumer decision-making behavior.

The findings of this study highlight that customer engagement serves as a key mechanism linking digital marketing strategies to repurchase behavior. It acts as a mediat-

ing variable reflecting attachment, trust, and consistent responsiveness to the brand. When consumers feel involved and receive meaningful responses from a brand, they develop a sense of connection, which ultimately leads to an increased intention to repurchase. Thus, marketing strategies should not solely focus on one-way communication or short-term promotions, but should also design interactive activities and content that encourage customer participation—whether through expressing opinions, sharing experiences, or contributing to product development. This approach can be effectively applied to design sustainable and impactful digital marketing strategies for SMEs. These findings are consistent with Sibgatullah and Sholahuddin (2023, p. 129), who analyzed participatory marketing strategies in India's food and beverage sector. They found that a brand's ability to engage customers through online activities—such as voting for new menu items, sharing experiences on social media, and posting positive reviews—led to a statistically significant increase in repeat purchases. Their study emphasized that consistent interaction and customer inclusion in brand communication processes are critical in building long-term loyalty and trust. Similarly, Oliveira, Zancul and Salerno (2024, p. 10), who studied service-oriented SMEs in Northern Europe, discovered that implementing Customer Co-Creation strategies via digital channels—such as allowing customers to design products or comment on new offerings—significantly increased customers' sense of ownership and attachment to the brand. These results reinforce this study's conclusion that engagement

plays a pivotal role in strengthening customer relationships and encouraging repurchase intention.

The results from both qualitative and quantitative strands reveal that digital marketing plays a pivotal role in enhancing customer engagement and repurchase intention among SMEs in Bangkok. The integration of Social Media Marketing, Content Marketing, and Online Reviews—validated both statistically through SEM and contextually through thematic insights—demonstrates that consumer behavior in the digital age is shaped by a convergence of emotional resonance, interactive engagement, and peer-generated credibility.

Thai Cultural Contextualization

In the Thai cultural context, unique behavioral traits profoundly shape how consumers respond to digital marketing strategies. Thai society's strong collectivist orientation reinforces reliance on peer reviews and social validation before making purchasing decisions. Interviewed entrepreneurs noted that many customers explicitly mention they discovered the business through reviews or recommendations shared within their community; "Customers often say, 'My friend posted about you, so I wanted to try too.' That kind of word-of-mouth works better than ads." Furthermore, Thai consumers tend to trust influencers and key opinion leaders (KOLs), particularly when they embody sincerity and shared values. This aligns with the finding that influencer marketing significantly drives emotional engagement and brand trust. Additionally, the emphasis on face-saving and harmonious interaction explains why respectful and empathetic respons-



es to negative reviews are appreciated and can even convert dissatisfied customers into loyal advocates. This cultural interpretation adds theoretical depth and local distinctiveness to the study, emphasizing that effective digital strategies in Bangkok must align not only with platform algorithms but also with cultural expectations around trust, community, and communication etiquette.

Managerial Implications

Based on empirical findings and contextual interpretation, the study proposes actionable recommendations for SME managers, digital marketers, and policymakers; 1. Systematic Management of Online Reviews, Timeliness SMEs should aim to respond to all customer reviews—positive or negative—within 24 hours. Transparency Responses should be authentic, non-defensive, and offer solutions when addressing criticism. Integration Feedback should be tracked and analyzed to inform product/service adjustments. For example, recurring complaints about delivery delays should lead to operational changes. 2. Content Marketing for Resource-Constrained SMEs; Low-cost storytelling Use simple video tools (e.g., smartphone filming) to create behind-the-scenes content, customer testimonials, or founder stories. Platform prioritization; Focus on high-impact, low-cost platforms like TikTok and Instagram Reels, which support short-form emotional content that resonates with Thai audiences. Scheduling; Maintain a consistent posting schedule (e.g., 3 times per week) to build presence without overwhelming limited staff. 3. Capacity Building and Policy Support; Digital literacy training, Government and local

agencies (e.g., OSMEP, DEPA) should design short-term workshops on content creation, analytics, and platform usage tailored for SMEs. Shared resource hubs, Community-based co-working spaces can offer shared access to tools like video equipment, editing software, and consultants. Subsidies and incentives, Public-private partnerships could provide subsidies for digital ad spending or recognize best practices through awards and digital innovation grants. These recommendations address both immediate marketing challenges and structural capacity gaps, offering a path toward more inclusive and sustainable digital transformation among Thai SMEs.

Limitations and Future Research Directions, Despite its comprehensive design, this study has limitations; Sampling bias The use of convenience sampling may limit generalizability. Participants may not fully represent all SME sectors or consumer demographics. Geographical scope The focus on Bangkok excludes regional nuances in consumer behavior across other Thai provinces. Platform-specific dynamics While popular platforms were discussed, the study did not differentiate responses across digital channels. Future research could address these gaps by; Expanding the study to rural and provincial SMEs to compare digital engagement dynamics. Conducting cross-cultural studies within ASEAN to explore similarities and differences in digital marketing responses (e.g., comparing Thai and Vietnamese SMEs). Investigating longitudinal outcomes of digital strategies (e.g., sustained engagement, ROI of influencer campaigns). By acknowledging these limitations and proposing future inquiries, this

study lays the groundwork for more comprehensive regional and cross-sectoral research

into digital marketing practices in emerging markets.

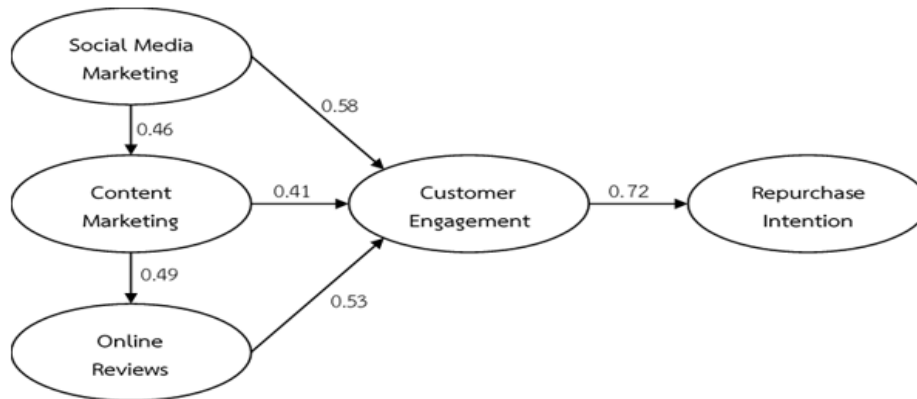


Figure 1 A study of digital marketing models that influence the intention to return to use SME services in Bangkok, Thailand

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