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## A Conceptual Framework of Digital Marketing, Brand Image, and Product Quality Towards Repurchase Intention of Frozen Food Products Through Purchase Decision of Kingko Food Jakarta.

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**Abstract:** Kingko Food, a small and medium-sized enterprise in the frozen food industry, has encountered a significant decline in sales over the past three years. This research aims to conceptualize the influence of digital marketing, brand image, and product quality on the intention to repurchase frozen food products. A particular focus is placed on the role of purchase decisions as an intermediary factor. The study adopts a quantitative methodology and a causal design approach. It targets consumers who have previously purchased from Kingko Food, exploring how their perceptions and experiences, shaped by digital marketing efforts, brand image, and the quality of the products, contribute to their decision to repurchase. The research seeks to map out the direct and indirect impacts of the three key variables – digital marketing, brand image, and product quality – on customer repurchase intention. In particular, it examines how these factors influence the purchase decision process, hypothesized to affect the likelihood of customers repurchasing the product. By delving into these relationships, the study aims to provide deeper insights into the determinants of customer loyalty and repeated purchase behavior in the context of the frozen food market. These insights are expected to be valuable for strategic marketing and product management decision-making, especially for SMEs like Kingko Food, facing market challenges.

**Keywords:** Digital Marketing, Brand Image, Product Quality, Purchase Decision, Repurchase Intention.

### INTRODUCTION

The culinary industry in Indonesia is experiencing rapid development, mainly due to the impact of the COVID-19 pandemic and the implementation of the Community Activity Restrictions (PPKM) policy. This situation has increased market demand and consumer needs, mainly due to mobility restrictions during the pandemic, escalating the demand for home-use products. According to data from the Central Bureau of Statistics (BPS), the food and beverage sector recorded an annual growth of 0.22% in the second quarter of 2020.

In the context of the pandemic and post-pandemic conditions, digital marketing has seen rapid growth, facilitating communication between producers, marketers, and consumers. This development has also allowed businesses to monitor and meet customer needs more efficiently. For instance, Kingko Food, an SME in East Jakarta, has leveraged this technology to market and promote its products, especially in the distribution of frozen foods. Brands distributed by Kingko Food include Luberger, Mr. Sumo, Baso Canur, Arby Nugget, and Shukaku. With the implementation of digital marketing through platforms such as Tokopedia, Facebook, WhatsApp, and Grabfood since 2019, Kingko Food experienced an increase in sales in early 2020. However, their sales significantly declined in May and June of that year.

The 2020 sales report for Kingko Food indicated a drastic decline in sales, particularly during the extended Community Activity Restrictions (PPKM) period. One contributing factor to this downturn was a deficiency in their digital marketing strategy, especially the unsatisfactory use of WhatsApp for online ordering from consumers' perspective. On the other hand, the brand image and product quality of Kingko Food were impacted by competition with other brands, such as Fiesta Chicken Nugget So Good Ayam Potong, which offered unique and high-quality products. These competitors had distinct advantages, offering something superior to Kingko Food in various aspects. However, it is noteworthy that Kingko Food recorded an increase in sales in November 2022, reaching 170,908 kg. This fluctuation in sales reflects a decrease in consumer purchasing from 2019 to 2021, compelling Kingko Food to adapt to changing consumer behaviors and enhance their purchasing decisions.

Research by Imaduddin et al. (2023) and Mohammad (2022) suggests that effective digital marketing strategies can positively impact consumer purchasing decisions and their intention to repurchase in the food industry. Digital marketing, with its advanced capabilities, has revolutionized the way companies communicate with their consumers, offering new opportunities to increase awareness and interest in their products, as highlighted by Denga et al. (2022) and Ilyas et al. (2021). This underscores the importance of adapting digital marketing strategies for Kingko Food to compete in the challenging market environment.

In the frozen food industry, brands like Kingko Food can leverage the power of digital marketing to strengthen their market position and encourage repeat purchases. A primary advantage of digital marketing is its ability to segment the market precisely (Kushwaha et al., 2020). Utilizing this technology, Kingko Food can identify and target consumers most likely interested in their products, ensuring that each marketing message has the maximum impact. Furthermore, advancements in social media have enabled brands to interact with their consumers in real time. This involves promoting products, building relationships, listening to feedback, and adapting to consumers' needs and desires (Kannan, 2017).

Engaging content, such as cooking tutorial videos or articles about the health benefits of frozen foods, can be a powerful tool to capture consumer attention and encourage repeat purchases. Special offers, discounts, or promotions announced through digital platforms often trigger consumers to visit stores or websites to purchase. However, one of the most critical aspects of digital marketing is its ability to collect and analyze data (Chaffey & Smith, 2017). With this information, Kingko Food can understand consumer trends, predict future demand, and design more effective marketing strategies, ensuring it stays a step ahead of its competitors in the market.

In addition to digital marketing, previous studies (Ferdinan & Julian, 2021; Darmawan & Matoati, 2022; D. Hidayat et al., 2020; Pirri & Mulia, 2020; Werdiastuti & Agustiono, 2022; Wicaksana et al., 2021; Yuliantoro et al., 2019) have demonstrated that brand image is a crucial factor in enhancing repurchase intention in the food and beverage industry. Brand image is pivotal in influencing consumer decisions, especially in a competitive sector like frozen food. For a brand like Kingko Food, a positive brand image can be a determining factor in boosting repurchase interest. Firstly, a strong brand image creates a positive first impression in the minds

of consumers, associating the brand with quality, reliability, and taste excellence. Despite numerous other options, consumers who identify Kingko Food with high-quality standards are likelier to choose its products from the shelves. Secondly, a favorable brand image builds consumer trust (Rimadias et al., 2021).

In the food industry, trust is paramount (Wiranata et al., 2021). Consumers must be confident that their products are safe, healthy, and align with the brand's claims. When Kingko Food successfully establishes a trustworthy brand image, consumers feel more comfortable repurchasing their products. Lastly, a strong brand image can trigger positive emotions, such as pride or emotional attachment, fostering brand loyalty. Consumers who feel emotionally attached to Kingko Food are likely to repurchase its products and recommend them to others, extending the brand's reach and influence in the market. Thus, a positive and consistent brand image can be critical in enhancing repurchase interest and Kingko Food's long-term success in the frozen food industry.

Besides digital marketing and brand image, previous studies (Ferdinan & Julian, 2021; Darmawan & Matoati, 2022; D. Hidayat et al., 2020; Pirri & Mulia, 2020; Werdiastuti & Agustiono, 2022; Wicaksana et al., 2021; Yuliantoro et al., 2019) also proved the influence between product quality and repurchase intention. Product quality is a primary factor affecting consumer decisions to purchase a product, especially in the frozen food category like Kingko Food. In this industry, product quality is related to taste and freshness, nutritional content, and consumption safety. Kingko Food's frozen food products, with delicious flavors, appropriate textures, and top-quality ingredients, leave a lasting impression on consumers.

When consumers experience the superiority of these products, they naturally associate them with high-quality standards and brand reliability (Prastiwi et al., 2019). Additionally, consistent product quality ensures that each time consumers purchase Kingko Food products, they receive a similar experience, reinforcing trust and building brand loyalty. Products that are safe for consumption and free from harmful preservatives or contaminants also increase consumer trust in the brand, making them comfortable about repurchasing. In the long run, superior and consistent product quality will encourage repeat purchases, ensuring Kingko Food's position as a market leader in the frozen food sector and strengthening the brand's reputation in consumers' eyes (I. Lestari & Sukmono, 2023).

In conclusion, digital marketing, brand image, and product quality have significant potential to enhance purchase decisions and interest in repurchasing Kingko Food's frozen food products. However, although previous studies have found an influence between these potential factors of digital marketing, brand image, and product quality on repurchase intention, some studies have found the opposite. In the context of Digital Marketing toward Repurchase Intention, research by Imaduddin et al. (2023) and Mohammad (2022) found a positive influence. However, other research, such as that conducted by Edwin (2023), Watulingas & Permana (2020), and Yaqubi & Karaduman (2019), did not find a significant relationship between the two variables.

Meanwhile, for Brand Image, several studies such as Nugraha & Wiguna (2021), and other researchers show a positive influence on repurchase interest. However, some studies (Danu Praja & Haryono, 2022; Mudiantono & Andhike, 2019) found otherwise. Lastly, regarding Product Quality, most studies, such as those conducted by Ferdinand & Julian (2021), Darmawan & Matoati (2022), and other researchers, show that product quality strongly influences repurchase interest. However, research from Nuramalia and Tuti (2022) and others show contradictory results.

Therefore, in addition to the three factors mentioned above, several other potential factors could influence repurchase intention. Price Fairness (Wicaksana et al., 2021): Consumers are likely to repurchase Kingko Food products if they feel they are getting value commensurate with their price. Second, the current digital era highlights how important influencer

endorsement is (Khairani et al., 2022). A recommendation from a famous influencer can enhance Kingko Food's credibility and brand awareness. Next, Service Quality (Imaduddin et al., 2023), such as fast delivery and responsive after-sales service, plays a crucial role in consumer satisfaction. Meanwhile, Personal Selling (Muafidah & Sulistyowati, 2021) allows Kingko Food to understand consumer needs more deeply. Information Quality (Prastiwi et al., 2019) is also considered an essential factor; clear and accurate product information can increase consumer trust.

Research conducted by Darmawan and Matoati (2022) shows that meeting Consumer Expectations is critical to ensuring consumer loyalty. From a marketing perspective, marketing factors such as accurate targeting strategies and Promotions (Pirri & Mulia, 2020) like discounts can boost sales. Service Factors (Darmawan & Matoati, 2022), such as ease of ordering, influence repurchase decisions. Functional aspects, or Functional Factors (Darmawan & Matoati, 2022), like the taste and texture of products, must be consistent to ensure consumer satisfaction. Product Innovation (Ellitan et al., 2023), such as new variants, can attract consumer attention. Positive reviews or eWOM (Padmi & Suparna, 2021) on digital platforms enhance brand credibility, and lastly, vital Brand Awareness (Tuinesia et al., 2022) ensures Kingko Food remains a top choice for consumers in the frozen food market.

Thus, to ensure several factors have a high potential to enhance repurchase intention, this study conducts a preliminary survey by distributing a pre-survey questionnaire to 30 respondents. The pre-survey results conducted on consumers of Kingko Food's frozen food products show several factors that have the potential to influence their interest in repurchasing. One factor that received positive responses from most respondents is the brand image or Product Quality of Kingko Food. Twenty-seven out of 30 respondents acknowledge that brand image influences their decision to repurchase the product. Additionally, Price Fairness is also a consideration, where 16 respondents feel that the price offered by Kingko Food is commensurate with the quality they receive.

Interestingly, digital marketing has become one of the dominant factors in influencing the repurchase decision. Twenty-seven respondents acknowledge that the digital marketing strategies applied by Kingko Food, such as online advertising and presence on social media, influence them to repurchase the product. Based on this data, digital marketing, brand image or brand image, and product quality are three main factors that have the potential to influence consumer repurchase interest in Kingko Food products. Therefore, this study will focus on digital marketing, brand image or brand image, and product quality as the three main factors that can potentially increase consumer purchase decisions and interest in repurchasing frozen food products from Kingko Food.

## **METHOD**

### **Research Design**

This research adopts a quantitative approach, specifically a causal research design, to investigate the factors influencing repurchase intention among consumers of Kingko Food frozen products in Indonesia. The primary data were collected through a structured questionnaire distributed online via Google Forms, focusing on digital marketing, brand image, product quality, purchase decisions, and repurchase intention. Likert scales were used for questionnaire items to assess respondents' agreement levels. The variables were operationalized based on predefined definitions, and their relationships were recommended for analysis using Partial Least Squares (PLS) as a structural equation modeling (SEM) technique (Fahmi, Kostini, et al., 2022; Fahmi, Novel, et al., 2022). The research evaluated the model through two stages: the outer model (measurement model) for validity and reliability and the inner model (structural model) for hypothesis testing and mediation analysis (Rinaldi & Putra, 2022). The analysis included validity assessment, reliability testing using Cronbach's Alpha

and Composite Reliability, structural path analysis, and mediation effect testing (Putra, 2022). The Partial Least Squares technique was recommended because it is suitable for handling non-normally distributed data and provides powerful tools for exploratory and confirmatory purposes (Andriani & Putra, 2019; Kasmu et al., 2018; Putra & Ardianto, 2022). Using a robust and systematic methodology, the methodological approach aims to examine the relationships between digital marketing, brand image, product quality, and their impact on repurchase intention in the frozen food industry context.

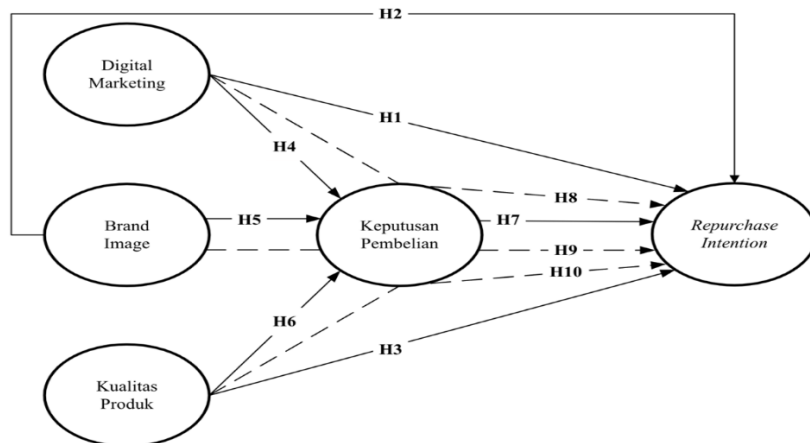


Figure 1. Conceptual Framework

### Population and Sample

This research focuses on consumers who have previously purchased Kingko Food products, but the exact size of this population has yet to be discovered. Gama and Alves (2021) explain that a sample is a subgroup of the population selected to participate in a study. Sample selection is done due to various limitations researchers face, including budget, time, workforce, and a large population size. Therefore, it is crucial to choose a representative sample (Kunaifi et al., 2022).

In this study, the author utilizes nonprobability sampling, described by Sugiyono (2018), as a sampling technique where not all population members have an equal chance of being selected as a sample. Following the guidelines set by Hair et al. (2018), the minimum sample size in this research was determined based on calculations resulting in a minimum of 115 respondents. This study employs purposive sampling, a non-probability sampling method where samples are chosen based on specific criteria.

The criteria used in this research for purposive sample selection are: (1) consumers must have purchased Kingko Food frozen food at least three times, and (2) these consumers are located in the DKI Jakarta region. The use of purposive sampling is based on the consideration that not all samples possess characteristics that align with the phenomenon under investigation. Thus, selecting appropriate samples is expected to yield more accurate and relevant results for the research objectives.

### Operational Variable

In the category of Digital Marketing, the measurement items were adapted (Bulan & Chandra, 2021; R. Lestari et al., 2022; Wiranata et al., 2021). Dimensions such as Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness were measured based on indicators like Availability, Responsiveness, Creativity, Reputation, Frequency of Disruptions, and Accuracy. Meanwhile, Brand Image (Muhtadin & Djatmiko, 2018; Tsabitah & Anggraeni, 2021; Wijaya & Annisa, 2020) assess aspects such as Excellence, Strength, and Unique Brand Association, reflected in consumer preferences for Kingko Food products.

In the context of Product Quality, measurement items were adapted (Prastiwi & Bagus, 2019; Pastikan & Handini, 2022; Prastiwi et al., 2019). Performance, Additional Features, Reliability, Compliance with Specifications, Durability, and Aesthetics were measured through Functional Accuracy, Innovation, Quality Consistency, Compliance with Standards, Shelf Life, and Product Appearance. Based on Kotler and Armstrong, (2021), Purchase Decision encompasses product information, brand satisfaction, product suitability, and social influence that affect consumers' purchase decisions. Finally, Repurchase Intention, measurement items adapted (Nuramalia & Tuti, 2022; Simbolon & Law, 2022; So et al., 2021), the items focus on aspects like Transaction Trust, Customer Recommendations, Brand Loyalty, and Alternative Search, all measured using ordinal scales to determine levels or ranks without specifying exact numerical differences.

## **RESULT AND DISCUSSION**

### **Continuance Intention Theory**

Winata and Tjokrosaputro (2022) defines continuance intention (CI) as an individual's intention to continue using an information system (as distinct from initial usage or adoption). This indicates that CI reflects an individual's intent to continue using an information system after the initial usage or adoption. Bhattacharjee also argues that CI is different from technology acceptance and that the measurement of CI and technology acceptance should use different constructs/items because the reasons explaining technology acceptance differ from those explaining CI. In other words, the factors influencing someone's acceptance or adoption of technology differ from those influencing them to continue using it.

This explanation underscores the importance of understanding users' intentions to continue using an information system after initial usage and distinguishing this concept from technology acceptance, which relates to the initial usage or adoption of technology. Furthermore, it is mentioned that CI has been a significant research subject in various digital technology contexts, such as mobile applications, e-learning, online banking, e-commerce, sharing economy platforms, social networks, and online services (Geng & Chang, 2022).

Continuance intention is a concept in the field of information technology and information systems behavior science that refers to the decision or intention of a user to continue using a system or information technology after their initial experience with the system. It is a term commonly used in studies that evaluate whether individuals will continue using an information system or technology after their initial use (Garrouch, 2021).

### **Digital Marketing**

Digital marketing has become a crucial tool for companies to influence consumers in the current digital era. One key success indicator of marketing is repurchase intention, which refers to a consumer's intention to purchase products or services from a brand repeatedly. A hypothesis that can be developed is that effective digital marketing strategies positively impact repurchase intention (Khairani et al., 2022).

In this context, tactics such as relevant content marketing, social media marketing, and email marketing can build a closer relationship between the brand and its consumers. These strategies provide product information and add value for returning customers through educational content, entertainment, discounts, and special promotions (Vivin Ardisa et al., 2022). As a result, consumers feel more connected to the brand and are more likely to make repeat purchases. Additionally, digital marketing enables companies to personalize communication, aligning marketing messages with individual needs and preferences, thereby strengthening the intention to repurchase (Imaduddin et al., 2023; Mohammad, 2022). By leveraging data and consumer behavior analysis, companies can target and retain customers more precisely, maximizing repurchase intention.

Furthermore, marketing strategies have undergone a significant shift in the current digital era with the increasing use of digital platforms. Digital marketing, which utilizes online media such as social media, email, and web-based advertising, has become the primary marketing method for many companies. Based on this phenomenon, a hypothesis that can be developed is that digital marketing significantly influences consumer purchase decisions (Muafidah & Sulistyowati, 2021). Through digital marketing, companies can present content tailored to consumer needs and preferences, provide real-time product information, and encourage two-way interactions that strengthen the brand's and customers' relationship.

With the speed and ease of access to information offered by digital platforms, consumers can obtain product information, reviews, and recommendations more quickly, ultimately affecting their perceptions and purchase decisions. Additionally, digital marketing also allows companies to target specific audiences, increase the relevance of marketing communications, and thereby enhance the effectiveness of marketing messages (Lestari & Sukmono, 2023; Wiranata et al., 2021). Therefore, a strong presence in digital marketing can directly influence consumer attitudes, perceptions, and purchase decisions.

Several previous studies (Imaduddin et al., 2023; Muafidah & Sulistyowati, 2021; Rantelembang et al., 2023) have demonstrated that digital marketing impacts purchase decisions. This proves that the higher the level of digital marketing, the more it increases purchase decisions. Additionally, some previous studies (Imaduddin et al., 2023; Mohammad, 2022) have shown that digital marketing affects repurchase intention. This proves that the higher the level of digital marketing, the more it increases repurchase intention. Thus, the hypotheses in this research are as follows:

- H1. Digital Marketing Has a Positive and Significant Impact on Repurchase Intention
- H4. Digital Marketing Has a Positive and Significant Impact on Purchase Decisions
- H8. Purchase Decisions Mediate the Relationship Between Digital Marketing's Positive and Significant Impact on Repurchase Intention

## **Brand Image**

The brand image plays a crucial role in the consumer purchase decision-making process. Consumer perceptions of the identity and characteristics of a brand can significantly influence their intention to repurchase a product, as demonstrated by Trihudiyatmanto et al. (2022). Brands that successfully create a positive image in the minds of consumers usually have loyal customers and the potential for repeat purchases of their products or services. This is due to the trust, pride, and emotional attachment to a good brand image. A brand perceived to represent quality, status, or specific values is more likely to be chosen by consumers when making repeat purchases, as explained by Padi and Suparna (2021).

On the other hand, product quality is also a critical factor in consumer purchase decision-making. Products perceived as high-quality by consumers tend to meet or exceed their expectations, providing better value than lower-quality products. Pastikan & Handini (2022) and Wiranata et al. (2021) show that high product quality can reduce post-purchase disappointment risk perception and increase trust in the product. In a highly competitive market environment, consistent and superior product quality can be a primary differentiating factor influencing consumer purchase decisions, as Enjelina and Dewi (2021) explained. Therefore, both a positive brand image and high product quality are essential aspects that companies should consider to enhance repurchase intention and influence consumer purchase decisions.

Previous studies (Antara & Rastini, 2022; I. Lestari & Sukmono, 2023; Wiranata et al., 2021) have proven that product quality influences purchase decisions. This proves that higher product quality increases purchase decisions. Furthermore, several previous studies (Ferdinan & Julian, 2021; Nugraha & Wiguna, 2021; Padi & Suparna, 2021; Pirri & Mulia, 2020; Trihudiyatmanto et al., 2022; Gunawan & Ni Wayan, 2022; Yuliantoro et al., 2019) have

demonstrated that brand image influences repurchase intention. This proves that a higher brand image increases repurchase intention. Thus, the hypotheses in this research are as follows:

- H2. Brand Image Has a Positive and Significant Impact on Repurchase Intention
- H5. Brand Image Has a Positive and Significant Impact on Purchase Decisions
- H9. Purchase Decisions Mediate the Relationship Between Brand Image is Positive and Significant Impact on Repurchase Intention

### **Product Quality**

Product quality is critical in determining consumer purchase decisions in the business world. High-quality products can meet consumer expectations and needs, creating a satisfying buying experience. Werdiastuti and Agustiono (2022) hypothesizes that high product quality will enhance consumers' intention to repurchase. Products with high-quality standards in materials, functionality, and durability provide significant added value to consumers, strengthen their trust in the brand and the product, and encourage repeat purchases.

Furthermore, high-quality products often reduce damage or non-compliance with expectations, thus reducing consumer post-purchase disappointment or issues. This contributes to long-term customer loyalty and repeat purchases. Research by Pirri and Mulia (2020) confirms a close relationship between high product quality and consumer repurchase intention.

In the context of purchase decision-making, aspects such as durability, functionality, design, and reliability are the primary considerations for consumers. Products perceived as high-quality by consumers tend to meet or even exceed their expectations, providing better value than similar products of lower quality, according to Pastikan and Handini (2022) and Wiranata et al. (2021). Superior-quality products reduce the perception of post-purchase disappointment risk and increase trust in the product. In a competitive market, consistent and superior product quality becomes a differentiating factor influencing consumer purchase decisions (Enjelina & Dewi, 2021). Therefore, high product quality is critical to attracting and retaining consumers.

Several previous studies (Antara & Rastini, 2022; I. Lestari & Sukmono, 2023; Wiranata et al., 2021) have proven that product quality affects purchase decisions. This demonstrates that higher product quality increases purchase decisions. Additionally, several previous studies (Ferdinan & Julian, 2021; Darmawan & Matoati, 2022; D. Hidayat et al., 2020; Pirri & Mulia, 2020; Werdiastuti & Agustiono, 2022; Wicaksana et al., 2021; Yuliantoro et al., 2019) have shown that product quality influences repurchase intention. Thus, the hypotheses in this research are as follows:

- H3. Product Quality Has a Positive and Significant Impact on Repurchase Intention
- H6. Product Quality Has a Positive and Significant Impact on Purchase Decisions
- H10. Purchase Decisions Mediate the Relationship Between the Positive and Significant Impact of Product Quality on Repurchase Intention

### **Purchase and Repurchase Decision**

Purchase decisions are crucial when consumers decide to acquire a product or service. Consumer experiences during and after purchase can have a long-term impact on their attitudes toward a particular brand and product (Padmi & Suparna, 2021). In this context, a hypothesis that can be developed is that purchase decisions based on positive experiences will enhance consumers' intention to repurchase. When consumers are satisfied with their purchase decisions, whether due to product quality, the value obtained, or interactions with the brand, they tend to have sustained positive perceptions (Yuliantoro et al., 2019).

This satisfaction, in turn, motivates consumers to reconsider the same brand or product when they need a similar product or service in the future. Conversely, purchasing decisions resulting in disappointment or dissatisfaction can lower the likelihood of consumers



repurchasing products or services from the same brand. Therefore, a positive experience in purchase decisions catalyzes repurchase intention, ensuring consumer loyalty and sustainable revenue for the company (Trihudyatmanto et al., 2022).

Several previous studies (Ferdinan & Julian, 2021; Nugraha & Wiguna, 2021; Padmi & Suparna, 2021; Pirri & Mulia, 2020; Trihudyatmanto et al., 2022; Gunawan & Ni Wayan, 2022; Yuliantoro et al., 2019) have demonstrated that purchase decisions influence repurchase intention. This proves that higher purchase decisions lead to increased repurchase intention. Therefore, the hypothesis in this research is as follows:

H7. Purchase Decisions Have a Positive and Significant Impact on Repurchase Intention

## CONCLUSION

In conclusion, this research project delves into the challenges faced by Kingko Food, a small and medium-sized enterprise in the frozen food industry, which has witnessed a substantial decline in sales over the past three years. The primary objective of this study was to elucidate the multifaceted influence of digital marketing, brand image, and product quality on consumers' intention to repurchase frozen food products, with a specific emphasis on the mediating role of purchase decisions.

The findings of this research hold significant implications for understanding the determinants of customer loyalty and repeat purchase behavior within the frozen food market. These insights provide invaluable guidance for strategic marketing and product management decision-making, especially for small and medium-sized enterprises like Kingko Food, grappling with market challenges. By shedding light on the pivotal role of digital marketing, brand image, and product quality in shaping consumer intentions, this study contributes to the broader discourse on enhancing business performance and sustaining customer relationships in the frozen food industry.

In addition to the insights gained from this study, there are promising avenues for future research in consumer behavior within the frozen food industry. One of the potential directions for future research is the empirical testing of the proposed conceptual framework. Empirical validation is essential while this study has laid the groundwork by conceptualizing the relationships between digital marketing, brand image, product quality, purchase decisions, and repurchase intention.

In conclusion, the path forward involves refining the conceptual framework and conducting empirical research to validate its applicability and assess the relative importance of each factor. By doing so, future research can contribute to a more nuanced understanding of consumer behavior in the frozen food market and provide actionable recommendations for businesses like Kingko Food to enhance their marketing strategies and build lasting customer relationships.

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