Content marketing and brand awareness

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Abstract: Digital marketing is growing in significance from year to year in the age of digital progress as a component of marketing strategies used by businesses of all shapes and sizes. This necessitates content marketing since the effectiveness of an organization's online consumer communications is mainly dependent on the calibre of its content marketing. Enhancing the quality of content marketing is necessary in this situation, and digital marketers must analyse the effectiveness of focused content marketing to modify their material and select the most effective promotion strategy.

The purpose of this study was to examine the company's use of content marketing in social media communities, the audience's interactions with the brand, and the company's brand awareness. The study employed statistical methods to scrutinize approximately (208) customer opinions for the ALWatani Internet Company, utilizing the AMOS.V.24 program and the SPSS.V26 program to analyze the questionnaire. The results showed an impact of content marketing on brand awareness. These categories offer ample evidence of how content marketing can effectively introduce, raise awareness, and familiarize consumers with the brand through the achieved results.

Keywords: Marketing, content marketing, brand, brand awareness.

Introduction: Content marketing is a marketing strategy aimed at attracting customers and encouraging them to take a specific action by providing valuable and useful content. Digital channels such as websites, social media, and email publish content, which can be taken the form of articles, blogs, videos, image, even live broadcasts. Content marketing varies between informational, entertaining, emotional, and interactive types, and the success of the content depends on the ability to understand the audience's interests and target them in a way that meets their needs. Informational content aims to satisfy the curiosity of the mind and provide the audience with useful and comprehensive information about a specific product or service, while entertaining content combines information and entertainment in an enjoyable and engaging way. This content takes the form of humorous videos, short stories, or even interactive contests, and it greatly encourages customer engagement with the brand. Emotional content specifically targets human feelings and emotions. This content can be inspiring, moving, or even humorous as well, while interactive content allows the audience to participate and engage directly with the brand. This content can take the form of surveys, competitions, or even interactive games. Content marketing aims to build a strong and sustainable relationship between the brand and its target audience.

Study Problem: Currently, brands vary and compete with each other in attracting customers through various methods and means, including offering products and services that meet and satisfy the diverse needs of the customer. They also employ alternative methods, such as content marketing on social media, to draw in customers and foster brand loyalty. Therefore, the research question emerges: "To what extent does content marketing contribute to increasing customer awareness of a specific brand, and what factors affect this relationship? The questions listed below can also be asked:

1. The extent of organizations' understanding of the content marketing idea in the business under investigation.

2. What effect does content marketing have on brand awareness?

3. Is there a correlation between content marketing and brand awareness?

The importance of the study: The significance of the research is demonstrated by the following:

1. Content marketing's effect on brand awareness and its significance as a research variable are highlighted.

2. Defining content marketing and its impact on the organization's brand awareness. Defining content marketing and its impact on the organization's brand awareness.

Study objectives: The study is designed to achieve the following objectives:

1. Exposition of the study variables denoted by content marketing and brand awareness.

2. Diagnosing the fundamental dimensions of content marketing variables and their impact on brand awareness of the ALWatani Internet Company.

3. Testing the relationships of impact and correlation between the research variables.

The hypothetical framework of the study:
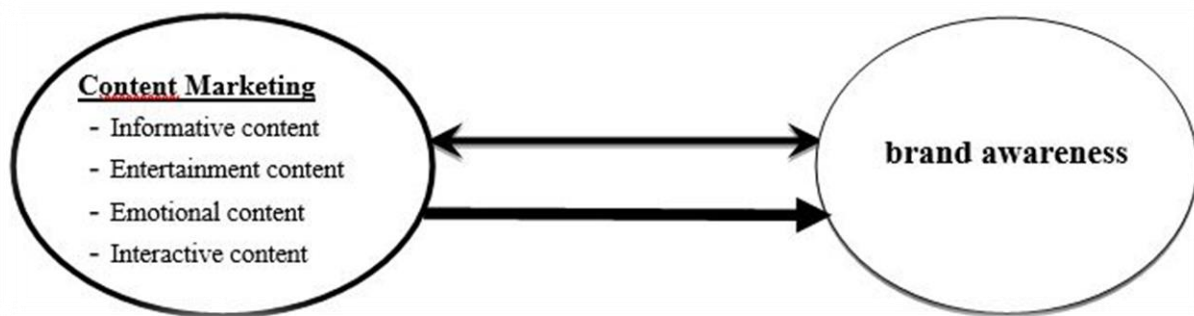
Figure 1: Study Hypothesis

The main study hypothesis: Based on the hypothetical model and testing its variables, the following hypothesis was formulated:

1. Brand awareness is significantly influenced by content marketing. From this hypothesis, the subsequent sub-hypotheses are derived.

- Brand awareness is significantly influenced by informational content.

- Brand awareness is significantly influenced by entertaining content.

-Brand awareness is significantly influenced by emotional content.

-Brand awareness is significantly influenced by interactive content.

Statistical analysis: The researcher employed a collection of statistical methods that were accessible in the statistical software (Amos v.24) and (SPSS v.26) to analyze the data. and obtain accurate results that can help achieve the goal and precision. These methods include Cronbach's alpha and descriptive statistics such as mean and standard deviation. Additionally, the structural equation modelling equation (SEM) and the straightforward linear regression coefficient.

Measurement tool: The study's measurement tool consists of two main variables, and a five-point Likert scale was used. Clarity and precision were taken into account when formulating the scale items to provide a

high ability to understand the variables and the objective.

Study population and sample: The study population consists of a sample of customers from ALWatani Internet Company, with a sample size of 208, deemed valid for analysis.

Theoretical framework:

Content marketing: The concept of content has its roots in the publishing world where words, images, and animations have significance and meaning, and are engaging enough for the intended audience to seek out the publishing outlet, be it a radio station, television channel, magazine, or newspaper. Digital content marketing, on the other hand, has a somewhat different definition of content, which is described as what the visitor visits your website to read, learn, see, or experience (Holliman & Rowley, 2014:4).

The growth of digital marketing was one of the major shifts in traditional marketing, necessitating a reevaluation of marketing tactics for businesses hoping to stay competitive in the new digital era. As a result, content marketing is becoming the most crucial component of digital marketing and the secret to a successful online campaign. The Content Marketing Institute defines content marketing as the marketing and business process of producing and disseminating valuable and pertinent content in order to draw in, acquire, and interact with a precisely defined and

comprehended target audience in order to generate profitable customer action, despite the fact that there is no widely agreed-upon definition of the term (Baltes,2015:112). However, unlike promoting products or services, content marketing is a way for the brand to create and distribute relevant and valuable brand content (Plessis,2017:2) According to the information Marketing Institute, it is a marketing strategy that involves producing and disseminating worthwhile, pertinent, and consistent information in order to draw in and grow a target audience and encourage lucrative consumer behaviour. (Ansari et al,2019:6). Customers and brands are impacted by the social transmission of content and information, and their interactions with one another in online and offline settings influence their views, preferences, and ultimately their purchase behaviour (Vinerean,2017:92).

According to Rowley (2008), content marketing is a management process where the organization identifies, analyzes, and meets customer demand to achieve profit using digital content distributed through electronic channels (Kee & Yazdanifard,2015:1055). Which is also considered a tool for creating value and high returns alongside financial means for distributing, attracting, engaging, acquiring, and retaining customers (Chan & Astari,2017:226). The customer searches for information related to purchasing through various means, including those connected to the internet. Therefore, it is easy to capture the market by providing extensive information to customers. Thus, the key to content marketing is to offer valuable content to customers (Weerasinghe,2018:218). Because of its unique benefits, the content is therefore made to be desirable or engaging for consumers, who will voluntarily consume it. Brands can increase their customer base's awareness and credibility and sustain a relationship with them by disseminating this kind of content across multiple platforms. This increases the likelihood that customers will become loyal to the company (Rowley,2008:522).

Content marketing goals:

A review of publications found that engaging and immersing the audience is crucial for achieving the specific objectives of content marketing. Providing knowledge to the audience in order to inspire and empower them is one of the objectives of content marketing. Thus, it can be seen that content marketing focusses on customer immersion, interaction, knowledge delivery, and connection development in addition to stimulating customers.

customer retention, loyalty creation, and providing long-term benefits through credibility in dealings and information dissemination (Dilys et al,2022:51). Without content, social media marketing cannot function effectively since businesses can exchange and distribute content to their clientele. Effective and worthwhile content promotes social media involvement and engagement, which is essential for social media marketing initiatives, It focuses on creating and distributing valuable, relevant, and consistent content to attract and retain the target audience for profitability(Ahmad et al,2016:332).Content marketing provides new opportunities for organizations to communicate with their target audience and its popularity has increased today due to the digital transformation which has allowed for brand awareness and loyalty (Kus,2016:45). As Pulizzi (2012) defined the purpose of content marketing as follows (Ansari et al, 2019:6):

• Enhancing the customer's perspective.

• Sales and lead generation.

• Customer engagement.

• Brand awareness.

• Enthusiastic followers, fans, and subscribers.

Dimensions of content marketing:

Many researchers measure content marketing using the following four main dimensions:

• **Informational content**. Content marketing creates value by providing useful information about the brand, Additionally, content marketing data supports firms' endeavours to build enduring connections with prospective clients and turn them into paying consumers. Instead, by teaching consumers how to use the offered knowledge, content marketing can strengthen the bonds already existing between the company and its customers and give them the impression that they are making well-informed decisions about what to buy (Lou et al,2019:776). The cognitive value is described as the benefits obtained through customers' exposure to new information and knowledge during the consumption process (Lou & Xie,2020:5). In general content marketing provides information to the target market or audience, and this information is characterized by accuracy, credibility, and modernity (Forrest,2019:412).

• **Entertainment content**. Content marketing is a marketing strategy that requires skills to develop content through the creation of written, video, and audio content (Khasanah et al,2024:1658). Therefore, entertaining content uses immersive storytelling techniques and collaborative elements, along with enjoyable and stunning entertainment by content marketers, to create immersive connections with users, enhance brand loyalty, and build a strong relationship

with the customer (Alsoud et al,2024:2). Entertainment content meets the diversity of users' spiritual and cultural needs, which engages the mind for easy acceptance (Hu & Tang,2022:2).

• **Emotional content**. The aim of giving content an emotional connection is to ensure that the interaction with the customer is accompanied by personal emotional factors, making the product or service resonate with consumers through relevant storytelling content, thereby enhancing consumption more effectively. (wu et al,2024:38). Therefore, emotional content has the ability to influence consumer behavior and their perception of brands (Tabrizi & Ibrahimli,2024:7).

• **Interactive content**. Interactive content helps potential customers make more informed decisions and raises the possibility of doing so in the brand's favors, as interactive content in turn increases the level of customer engagement (Ling et al,2024:112). Content marketing is a way for a brand to create and distribute relevant and valuable content (brand information) to use online content marketing to attract and involve the target audience, Online stories are produced and disseminated to educate and engage target consumers, influencing their decision to buy and, ultimately, their level of happiness.

. (Jan et al,2020:339).

Brand awareness: Buyers have become more conscious, and therefore they only purchase well-known brands that meet their requirements, thus companies' desire to advance beyond their competitors can be achieved by enhancing consumers' willingness to buy their own brand products. Macdonald and Sharp (2000) discovered that while consumers are inclined to acquire renowned products, their perception significantly influences the purchasing choice. When buyers plan to purchase a product, the foremost consideration is the brand name, signifying brand awareness. (Shabbir et al,2017:418). Brand awareness refers to the level of consumer recognition, acceptance, and recall of the brand in any case,

according to Aaker (1991) brand awareness is the potential buyer's ability to recognize or remember the brand in any specific product category (Bilgin,2018:132).

Brand awareness serves as the foundation for building brand equity, as the brand name creates a lasting impression in the minds of consumers (Huang,2012:94). Therefore, people view brand awareness as a way to become familiar with and accustomed to the brand name, remember it, and recognize it (Barreda et al,2015:600). From the definitions provided above, it can be concluded that brand awareness means recognizing its existence and its relation to a specific product (Świtała et al, 2018:99).

Customers develop brand awareness via the internet, newspapers, radio, and other media. When a customer acknowledges the strengths and weaknesses of a brand, this awareness mitigates the risks in product selection and links the customer's brand recognition to the brand they desire to possess. (Abbas et al,2021:5). Brand awareness plays a crucial role in the interaction process when communicating with others, requiring a high level of understanding (Zia et al,2021:1095).

The Practical Side of Research:

Coding variables and stability analysis: table (2) show the elements the measuring instrument, the quantity of items associated with each research variable, and their respective sources. A five-point Likert scale was used. To enhance the understanding of factors and objectives when drafting metric paragraphs, clarity and accuracy were taken into account. The researcher verified the dependability and stability of the research utilizing the Cronbach index. approach. The reliability coefficient of the measurements determined using the Cronbach's alpha coefficient. The values of Cronbach's alpha range from 0.873 to 0.710, indicating statistically acceptable values in administrative and behavioral research., as they exceed the threshold of 0.70. This indicates that the measurement instruments utilized in the research exhibit reliability and internal consistency.

Table 2: Coefficient for Alpha Cronbach Research and Coding

main variables	code	Alpha Cronbach	sub-dimensions	number of paragraphs	code	Alpha Cronbach	Source
Content marketing	CM	0.873	Informative content	4	INFOR	0.784	(Wu et al,2024:35)
			Entertainment content	3	ENT	0.751	
			Emotional content	3	EMOT	0.775	
			Interactive content	3	INTE	0.710	

brand awareness	BA	0.761		3			(Jacob,2021:11)

Statistical description: This paragraph will describe, analyze, and interpret the outcomes of the applied study by reviewing the answers of the research sample to all sections of the research instrument. Consequently, the researcher employed descriptive statistical analysis, including calculation method s and Standard Deviations, for assessing the level, direction, & relative importance of the responses utilizing SPSS version 26. Amos 26. Table (3) shows that the mean value of the content marketing variable is (3.41), and the standard deviation is .534. It shows the consistency of responses among individuals in the sample. Moreover, the achieved consensus among the research participants on these variables particularly significant at the measurement. The first aspect, called Informative content, consists of four paragraphs, and its mean value is (3.27), with a standard deviation of (.582). This shows that there is significant agreement among the study sample members on this aspect, with the mean for the Entertainment content measure being 3.34 and the estimated standard deviation being (.707). Among the members of the research sample, significant agreement was achieved on this aspect; for the three -paragraph aspect of Emotional content, the mean was (3.23), and the estimated standard deviation was (.530). The fourth aspect of Interactive content, and its mean value is (3.79), with a standard deviation of (.615). This shows that there is significant agreement among the members of the studied sample on this aspect, as confirmed by the arithmetic mean. In contrast, Furthermore, it demonstrates that the individuals' agreement on this dimension was elevated, particularly concerning the variable related to the brand awareness, with a total computed average of (3.75) This dimension and standard deviation of (.654) show a high level of agreement among the research sample individuals about this measure.

Table (3): Mean, standard deviations, directions, and importance of components for measurements

Dimensions and variables	mean	SD	answer direction	importance
Informative content	3.27	.582	agree	3
Entertainment content	3.34	.707	agree	2
Emotional content	3.23	.530	agree	4
Interactive content	3.79	.615	agree	1
variables Content Marketing	**3.41**	**.534**	**agree**	**2**
variable brand awareness	**3.75**	**.654**	**agree**	**1**

Source: Based on the outputs of SPSS vr.26, prepared by a researcher

Hypothesis test: the researcher used two statistical techniques to observe strength of correlations between the research variables, referring to the relationship matrix (simple Pearson correlation coefficients). Additionally, a structural equation modeling (SEM) approach is used, which is the primary statistical tool for assessing the fit of the data to the proposed research model across various statistical indicators.

Correlation hypothesis test: First hypothesis: The first hypothesis states: "There is a correlation between content marketing and brand awareness. The researcher, as shown in Table No. (4), uses statistical software to extract the correlation matrix between content marketing variables and brand awareness and table 4 shows a direct and ethically significant correlation at the 1% level between the content marketing and the brand awareness. Simple correlation coefficients (0.810) were established. This result confirms the validity of the initial research hypothesis.

**Table: (4) Correlation Coefficient between content marketing and brand awareness**

	INFOR	ENT	EMOT	INTE	CM	**BA**
INFOR	1					
ENT	**.666**[**]	1				
EMOT	**.706**[**]	**.722**[**]	1			
INTE	**.744**[**]	**.770**[**]	**.748**[**]	1		

| CM | .868** | .899** | .880** | .916** | 1 | |
| BA | .621** | .739** | .687** | .831** | .810** | 1 |

Impact hypothesis: For evaluating influence hypothesis. The researcher uses a structural model applying the structural equation modeling (SEM.) methodology using AMOS version 26. as stated below:

The first hypothesis suggests that content marketing influences brand awareness.to evaluate this hypothesis, a model was created showing the correlation between the content marketing variable and the brand awareness, using structural equation modelling in AMOS.v.26, as shown in Figure (2) below. In accordance with the subsequent sub-hypotheses:
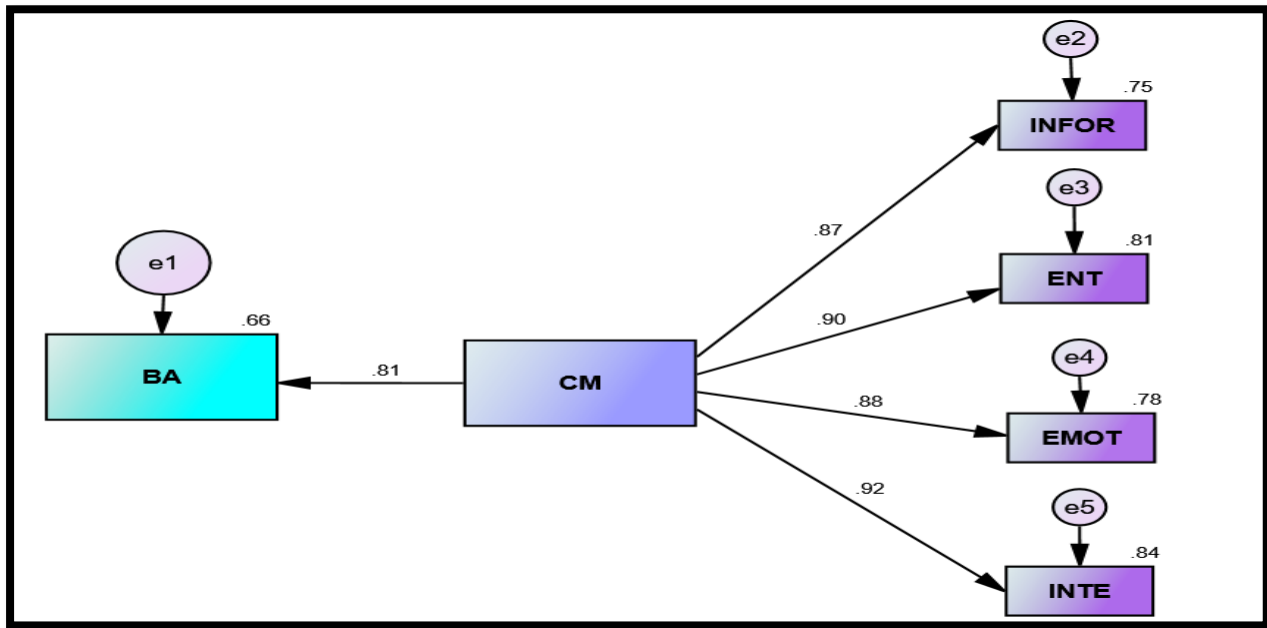
Figure 2: Impact of content marketing on brand awareness

The first hypothesis: there is a statistically significant relationship between informative content and brand awareness, this is supported by the data presented in table (4) and figure (2). These data show a significant influence of the informative content dimension on the brand awareness variable, supported by an impact factor (.697) and a critical ratio. (11.390). While the second hypothesis showed There is a statistically significant relationship between Entertainment content and the brand awareness; this is supported by the data presented in table (4) and figure. (2). These data show a significant influence of the Entertainment content dimension on the brand awareness variable, supported by an influence coefficient of (.683) and a critical ratio. (15.764). and The Third hypothesis: As shown in table (4) and figure (2), there is a statistically significant relationship between emotional content and brand awareness; the influence factor (.847) and the critical ratio confirm this. (13.601).

Table: 5 Impact of content marketing on brand awareness

The path	Standardized Regression Weights	Estimate	S.E.	C.R.	P
BA **<---** INFOR	.621	.697	.061	11.390	***
BA <--- ENT	.739	.683	.043	15.764	***
BA <--- EMOT	.687	.847	.062	13.601	***
BA <--- INTE	.831	.882	.041	21.470	***
BA <--- CM	.810	.860	.032	26.704	***

While the Fourth sub-hypothesis: Showed There is a statistically significant relationship between Interactive content and the brand awareness, this is supported by the data presented in table (4) and figure. (2). These data show a significant influence of the Pleasure measurement on the brand awareness variable,

supported by an impact factor (.882) and a critical ratio. (21.470). and The Fifth hypothesis showed There is a statistically significant relationship between content marketing and brand awareness. table (4) and figure (2) show data indicating a significant influence of the content marketing measure on the brand awareness, with an influence coefficient of (.860) and a critical ratio. (26.704).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results showed a positive correlation between the dimensions of content marketing and brand awareness for ALWatani Internet Company. And This suggests that the organization is working to encourage its customers to interact, respond, and become familiar with the brand through various content means. The results showed that entertaining content plays a significant role in customer engagement and immersion in the content provided by the organization, through which they can become acquainted with the brand. As we conclude, the valuable and engaging content produced attracts attention and enhances interaction between customers and the company, leading to increased awareness of it. Content marketing facilitates interaction and communication with consumers. Brands can use different platforms to communicate directly with their audience, encouraging feedback, comments, and discussions. Moreover, two-way communication not only enhances brand loyalty but also encourages consumers to share content within their networks. As a result, the brand's message reaches a wider audience, thereby increasing its visibility and overall awareness.

Recommendations

We are working on differentiating the content provided by the organization to ensure it is appropriate and reflects the direction the organization wants to convey to its customers. The content should clearly outline the features of the product or service and the message intended for the target audience, as well as introduce the brand. The study also recommends focusing on the various dimensions of content marketing and working on utilizing them to convey the brand's content to customers. Through informational content, the ALWatani Internet Company can deliver all useful information about the brand, which enhances the establishment of a long-term relationship with the organization by making appropriate decisions based on clear and explicit information. The study encourages the use of entertaining content to attract new customers through video or text segments. The study also recommends using emotional content, which can enhance customers' perception of the brand and increase their attraction to it. Content should be distributed across multiple channels such as blogs, podcasts, videos, and various content marketing, which helps reach a wider audience and increase awareness of the ALWatani Internet Company brand and the products or services it offers to customers.

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