

THE EFFECT OF MARKETING CONTENT (FOCUS AND APPEAL) ON CONSUMER ENGAGEMENT BEHAVIOUR, BRAND ADVOCACY & PURCHASE INTENSION
The case of the SME Egyptian Healthcare industry

Submitted by:

MAHMOUD TAREKAHMED ATTIA

A Dissertation Submitted to AAST In partial

fulfillment of the requirements for the award of the degree of

Doctor of Business Administration Degree (DBA)

Arab Academy for Science, Technology and Maritime Transportation

Supervised by:

PROF.DR. MOHAMED SAAD

**Department of Psychology, the British University in Egypt (BUE). Cairo
Egypt**

Abstract

This study investigates the interactive effects of content appeal (emotional vs. rational) and content focus (firm vs. buyer) on consumer engagement behavior, brand advocacy, and purchase intention. The findings suggest that the effectiveness of content in driving these outcomes is not solely dependent on either the emotional or rational appeal of the content but rather on the interplay between these two factors and the content's focus on the firm or the buyer.

The study found significant interactions between content appeal and content focus on all three outcomes. Additionally, significant

main effects of content appeal were observed for consumer engagement behavior, brand advocacy and purchase intention, but not significant content focus for consumer engagement behavior and brand advocacy while still significant for purchase intension.

The findings have practical implications for marketers, who can tailor their content strategies based on both content appeal and content focus to optimize consumer engagement, brand advocacy, and purchase intention. However, the study also has limitations, including the sample size and generalizability of the findings. Future research could address these limitations and provide further insights into the interactive effects of content appeal and content focus on consumer behavior.

Keywords: content marketing, consumer behavior, emotional appeal, rational appeal, content focus, consumer engagement, brand advocacy, purchase intention Abstract:

ملخص

تُبحث هذه الدراسة الآثار التفاعلية بين جاذبية المحتوى (العاطفي مقابل العقلاني) وتركيز المحتوى (الشركة مقابل المشتري) على سلوك مشاركة المستهلك، والدفاع عن العلامة التجارية، ونية الشراء. تشير النتائج إلى أن فعالية المحتوى في تحقيق هذه النتائج لا تعتمد فقط على جاذبيته العاطفية أو العقلانية للمحتوى، بل على التفاعل بين هذين العاملين وتركيز المحتوى على الشركة أو المشتري وجدت الدراسة تفاعلات كبيرة بين جاذبية المحتوى وتركيز المحتوى على جميع النتائج الثلاث. بالإضافة إلى ذلك، تم ملاحظة آثار رئيسية كبيرة لجاذبية المحتوى على سلوك مشاركة المستهلك، والتأييد التجاري، ونية الشراء، ولكن لم يتم ملاحظة آثار رئيسية كبيرة لتركيز

المحتوى على سلوك المشاركة الاستهلاكية والتأييد التجاري، بينما لا تزال هناك تفاعلات كبيرة بالنسبة لنية الشراء.

لنتائج لها آثار عملية مهمة على المسوقين، حيث يمكنهم تعديل استراتيجيات المحتوى الخاصة بهم بناءً على كل من جاذبية المحتوى وتركيز المحتوى لتحسين مشاركة المستهلك، والدفاع عن العلامة التجارية، ونية الشراء. ومع ذلك، الدراسة لها أيضًا حدود، بما في ذلك حجم العينة وقابلية تعميم النتائج. يمكن أن تعالج الأبحاث المستقبلية هذه القيود وتوفير رؤى إضافية حول الآثار التفاعلية لجاذبية المحتوى وتركيز المحتوى على سلوك المستهلك..

الكلمات المفتاحية: تسويق المحتوى، سلوك المستهلك، الجاذبية العاطفية، الجاذبية العقلانية، التركيز على المحتوى، مشاركة المستهلك، تأييد العلامة التجارية، نية الشراء .

1. Introduction

1.1. Overview

This study focuses on the Egyptian healthcare sector, which has experienced significant growth and challenges, particularly during the COVID-19 pandemic. The government's increased investment in healthcare and the growing importance of digital marketing in the sector highlight the need for effective content strategies.

1.2. Research Problem

Despite the increasing importance of content marketing, there is a lack of understanding regarding how content appeal and focus interact to influence consumer behavior. This study aims to address this gap by investigating their interactive effects on consumer engagement, brand advocacy, and purchase intention.

1.3. Research Gap

Existing research has identified a need for comprehensive frameworks to understand the antecedents and consequences of consumer engagement. The specific challenges include:

- **Understanding consumer factors:** Identifying the consumer factors that lead to engagement is crucial for effective online marketing strategies.
- **Clarifying the connection between consumer engagement and brand engagement:** Understanding this relationship provides insights for strategic brand communications.

1.4. Research Significance

This study contributes to the body of knowledge on content marketing by providing insights into the interactive effects of content appeal and content focus. The findings have practical implications for marketers seeking to create effective content strategies.

1.5. Research Objectives and Questions

The study aims to investigate the interactive effects of content appeal and content focus on consumer engagement, brand advocacy, and purchase intention. Specific objectives include:

- Examining the impact of content appeal and content focus individually.
- Exploring the interactive effects of these factors.
- Identifying the most effective combinations for driving consumer outcomes.

Corresponding research questions are presented to guide the study.

1.6. Research Scope

The study focuses on the interactive effects of content appeal and content focus on consumer behavior within the context of the Egyptian healthcare sector.

2. Literature Review

2.1. Social Exchange Theory

Social exchange theory (SET)(Emerson 1976) is an organizational model used to determine the way both individuals and organizations act with others. SET is used to investigate the relationship between organizational citizenship and commitment to the organization itself (Abbasi, Amin et al. 2022), to explain and understand the relationship between entrepreneurs' actions and success (Müller, von Grone et al. 2022), and to play a major role as a theoretical explanatory mechanism for examining the business-to-business relational exchange (Lambe, Wittmann et al. 2001). The theory presumes that if the exchange cost is higher than the benefits received (and not compensated as expected), it can be considered undesirable (Emerson 1976).

SET assumes that there are six types of resources in exchange: status, information, money, services, goods, and love (Foa, Foa et al. 1982). According to Shiau and Luo (2012), users who receive mutual benefits from online information sharing have a positive attitude toward engaging online; this provides a

strong basis for understanding online information exchanges in a B2B context. In this research, we use SET as our main framework to analyze the impact of perceived benefits and costs on knowledge sharing with the help of Content Marketing and its effect on online Consumer Engagement.

2.2. Consumer Engagement Behavior on Social Media

2.2.1. Online Customer Engagement Definition

Engagement has been defined and measured in different fields such as online education (Rachbini, Anggraeni et al. 2020), organizational behavior (Straker and Wrigley 2016), political marketing (Kjellberg and Helgesson 2010), economic sociology (Krippner and society 2001), psychology (Ozanne, Davis et al. 2022) and marketing (Cao 2017).

The most commonly used definition of Customer Engagement within the marketing literature has been offered by (Brodie, Hollebeek et al. 2011) who define engagement as “The psychological state that occurs by virtue of interactive, coercive customer experiences with a focal agent/object (e.g., a brand) in focal service relationships. It occurs under a specific set of context-dependent conditions generating differing customer engagement levels; and exists as a dynamic, iterative process within service relationships that co-create value”. Under this view, engagement manifests through cognitive (e.g., attention), emotional (e.g., positive affect), and behavioral (e.g., activation) engagement facets (Johnston and Taylor 2018). Brodie,

Hollebeek et al. (2011) introduce a new definition of Consumer Engagement as “A consumer’s willingness to make cognitive, emotional, and behavioral investments in interacting with the service brand or branded product itself, the specific brand community, or specific networked agents/individuals.”

As per the research objective, investigating online Consumer Engagement effect on consumer purchase intention (behavioral) and brand engagement (cognitive and emotional) This research will adopt the online Consumer Engagement definition of (Brodie, Hollebeek et al. 2011).

2.2.2. Online Customer Engagement Types

There are two different approaches related to the object with which the consumer is to be engaged, the first approach indicates that an individual engages with the advertising or communication medium rather than a brand or firm. Some examples of this approach are concepts such as media engagement (Calder, Malthouse et al. 2008), digital engagement with advertising (Rodgers and Thorson 2018), engagement with interactive media (Oh and Sundar 2016), engagement with social media such as Facebook (Pletikosa Cvijikj and Michahelles 2013), and engagement toward generated content marketing (Weerasinghe and Management 2019). The second approach states that the main central item of the consumer’s engagement is the brand or the firm (Van Doorn, Lemon et al. 2010, Greve and Sciences 2014). According to (Saavedra Torres 2019) when consumers are

exposed to initial positive exposure, it will internally be translated to engagement toward the brand, which in turn will shape their feelings, thoughts, and behaviors towards the brand.

These findings showed that the behavior part of consumer engagement is very important for the customer-firm relationship, accordingly this research will focus on behavioral manifestation of customer engagement on social networks and its impact of perceived benefits of information exchange on customer's disclosures of information and purchase intention as well as the brand advocacy.

2.2.3. Online Customer Engagement Characteristics

Characteristics of Customer Engagement include customer retention and loyalty (Banyte, Dovaliene et al. 2014). Auh, Bell et al. (2007) indicate the direct weight or credit that customer engagement performs value creation on customers' attitudinal loyalty (and denies its impact on behavioral loyalty), whereas Rajah, Marshall et al. (2008) emphasize the indirect effect of customer engagement on value creation with the help of intermediate factors such as satisfaction, trust, and relationship strength. Thus, different researchers analyze only individual relations between customer engagement value creation, and customer loyalty. Customers' willingness to make an effort to do business with your organization, and customers' willingness to actively advocate for and recommend your brand and product offerings.

2.2.4. Online Customer Engagement importance/benefits

According to (RAMYA and JAYAKUMAR) greater customer engagement is of great importance in building relationships with customers, creating a free-of-charge business promotion, increasing brand awareness, and business growth. Recent researches classify the value addition to customers into direct and indirect contributions (Kumar and Reinartz 2016). The target outcome of traditional customer relationship management (CRM) has typically been customer purchase-based value, which is one of the direct contributions in this case. But it has taken more than 10 years for academics and practitioners to realize that the benefits of consumer contributions go beyond transactional results (Pansari and Kumar 2017). Consequently, the idea of customer engagement (CE) as an indirect benefit to the company has been thoroughly examined in recent studies.

2.2.5. Online Customer Engagement previous studies/theoretical models (critical analysis)

Researchers define Online Consumer Engagement as a multi-dimensional construct encompassing various customer behaviors within the online environment (Dessart, Veloutsou et al. 2016, Martínez-López, Pla-García et al. 2016). These behaviors include:

- **Cognitive Engagement:** Seeking information, researching products, and actively participating in online brand communities (Unal, Schivinski et al. 2017)

- **Affective Engagement:** Developing emotional attachment to the brand, expressing positive sentiment, and feeling a sense of connection (Vander Schee 2020)
- **Behavioral Engagement:** Making online purchases, participating in brand advocacy (e.g., reviews, social media mentions), and interacting with brand content (Cheung, Pires et al. 2021)
- **Theoretical Models of online consumer engagement:**
- **Uses and Gratifications Theory (U&G):** (Weiyang 2015) posits that consumers engage with online platforms to fulfill specific needs (e.g., information seeking, and social interaction). Understanding these needs can inform strategies for Online consumer engagement (Hollebeck, Glynn et al. 2014).

2.3. Digital Content Marketing

2.3.1. Digital Content Marketing Definition

Many articles define Digital Content Marketing (DCM) as the management process responsible for identifying, anticipating, and satisfying customer requirements profitably in the context of digital content, or bit-based objects distributed through electronic channels. Contrary to advertising that is designed to persuade consumers to purchase focal offerings, DCM focuses on increasing (potential) customers' appreciation of the brand or firm by adding value to their lives, such as by educating them about the brand (e.g. via e-newsletters, ebooks, quizzes, blogs, or

podcasts (Järvinen and Taiminen 2016) from this perspective, another definition of digital content marketing is “the art of communicating with [prospective] customers without selling products” either overtly or directly (Bicks 2018).

As per the research objective, investigating perceived benefits of content marketing information exchange in the healthcare industry on online consumer engagement. This research will adopt the online consumer engagement definition of (Pulizzi 2012).

2.3.2. Digital Content Marketing Types

B2B content marketing has two different sources of digital content: the firm itself and the third organizational party (Britchenko, Diachuk et al. 2019). Following the B2B content marketing goal to increase a firm’s credibility through authority recognition, exploratory research suggests that individuals perceive more credibility in content produced by the firm (original content), (Järvinen and Taiminen 2016)

Original content refers to the new and unique kind of information produced by the content supplier (i.e., marketing consultant, a brand). On the contrary, when customers face content provided by a third organizational party such as consulting firms, field experts, or governmental offices (syndicated content); their preferences tend to be lower. Syndicated content refers to information produced by a third-party in the form of agreement to be marketed to, and delivered through multiple channels by several firms (Syrdal and Bok

2017). Original or syndicated has been used in B2B content marketing for the objective of attracting potential buyers based on the firm credibility, Perceived credibility makes the firm the primary source of information for potential buyers increasing their willingness to disclose their information in exchange for obtaining additional digital firm-generated content (Järvinen and Taiminen 2016) Perceived credibility makes the firm the primary source of information for potential buyers increasing their willingness to disclose their information in exchange for obtaining additional digital firm-generated content (Li, Sarathy et al. 2010).

By applying the previous rules of information disclosure to the context of SET theory (Emerson 1976) the company or firm will be considered as the content provider and the potential buyer on return will disclose their personal information.

2.3.3. Digital Content Marketing Information Exchange Objective and Strategies

According to (Baltes 2015) objectives of content marketing, the most common are: increasing brand awareness; “building a relationship based on trust with the target; attracting new leads; solving the problems related to low audience; creating a need for a specific product; developing customer loyalty; testing a product idea/business; creating an audience”.

According to (Baltes 2015) content marketing strategy is

adapted to each company, however it must consider this elements: objectives of content marketing, target analysis , content marketing used type, promotion channels, content marketing timetable (frequency), metrics and kpi used to measure impact of marketing content. the most common objective of content marketing, are: - brand awareness increase ; - “building customer trust relationship; - attracting new leads; - solving low traffic or audience problems; - creating a need for a specific product; - encouraging and enhance customer loyalty; - testing a product idea / business; - creating customer audience”(Ionescu 2015). It is very important to do target analysis to reach the right knowledge for the target segment/potential clients (demography, age, income, interests, social networking engagement and preferences ...). The type of content marketing used is determined according to the information obtained by the target analysis. Also, without considering the quality of the content, which is the most important part of digital marketing, the choice of the frequency of promotion and of the right social media plays a significant role in the success of the content marketing campaign.

2.3.4. Digital Content Marketing Information Exchange Characteristics

The main characteristics of digital content marketing are information recombination, accessibility, navigation interaction, speed, and essentially zero marginal cost. The text closes with a discussion of the application of these characteristics (Koiso-Kanttila 2004).

According to (Rowley 2008) the specific characteristic of content marketing focuses on the effect of the difficulty in developing a notion of “value” in the context of digital content, and the content marketing consequences for value chain structures, pricing strategies, marketing communication and branding, and licensing and digital rights management. Besides, the customer’s experience of firm digital content is influenced by all stakeholders in the value chain as well as requiring the customer to participate in learning and co-creation of the experience. The potential of the “value-in-use” notion of customer value as a basis to ensure consumers fully engagement. On this basis recommendations for practice and further research are developed.

2.3.5. Digital Content Marketing Information Exchange Importance/Benefits

According to (Gondane and Pawar 2021) Cost-effectiveness – the most important benefit of online marketing is that it is cost-effective. Digital marketing helps businesses save money and

obtain more sales leads. With traditional marketing methods, it's difficult for small-to-mid-size businesses to compete with larger companies. Big businesses have the money to allocate for TV ads, radio spots, and more. This makes it harder for small businesses to compete with these huge companies. Digital marketing, however, puts businesses on the same playing field. It is an affordable way for SMEs to market their business to interested consumers. Many digital marketing and advertising methods are budget friendly.

2.4. Content Appeal

2.4.1. Content Appeal Definition

Appeal origin is based on the psychological motivation theory (Hastings, Stead et al. 2004, Kalyanaraman and Sundar 2006) it was used as an important element for persuasion (Rosselli, Skelly et al. 1995). Many studies define appeal as the approach used in communication/advertising to attract the attention of individuals and to influence their attitude toward the product, service, or cause (Johnson and Fornell 1991, Campbell, Pitt et al. 2011)

2.4.2. Content Appeal Types

Researchers in marketing have analyzed the impact of different types of advertising appeal messages on the behavior of consumer (Holbrook and Batra 1987, Olney, Holbrook et al. 1991). According to Lynn (1974), there are three primary types of persuasive appeals: 1-Logos: A logical appeal. Also known as an evidential appeal, 2- Pathos: An appeal to the audience's

emotions can be referred to as emotional appeal, 3- Ethos: Moral expertise and knowledge. Although the existence of different types of advertising message appeals researchers focus on two main categories: functional/rational appeal or emotional appeal (Campbell, Pitt et al. 2011).

Both appeal types are valid for B2C and B2B promotions (Turley and Kelley 1997, Swani, Brown et al. 2014), additionally, it could be applied in traditional media like printing and advertising (Lohtia, Johnston et al. 1995) and digital environments (Swani, Milne et al. 2017). Marketing content that uses functional/rational appeal relies on product/service characteristics such as functioning, quality, and other tangible cues (Swani, Brown et al. 2014). The functional/rational appeal message states that individual decision-making about products or services depends on rational and logical analysis (Albers-Miller and Stafford 1999). While marketing content that adopts emotional appeal messages “attempt to stir up negative or positive emotions that can motivate purchase. These include some examples of feelings like fear, guilt, and shame appeals that influence people to do things they should or stop doing things they should not” (Kotler and Armstrong 1991). Application of these various message appeal types has been continued to the design and message of a website(Küster, Vila et al. 2011, Yüksel, Bilim et al. 2014)

2.4.3. Content Appeal Objectives

According to Flynn, Worden et al. (2007) the main objective of introducing certain content appeal into advertising messages is to improve the match between audience preferences and media message content. According to Priatna (2018), content and advertising appeals are used to attract the attention of the audience to watch television advertising, Advertising appeal is significantly important as it can improve the success of communication with the audience. The main purpose of advertising appeal is to stimulate the desire and encourage consumers to do product purchase actions and send signals to change the concept of product acceptance (Akbari 2015)

2.4.4. Content Appeal Benefits

Content message-appeal leads the attitude and directly affects the behavioral intention. It can be the potential influential factor in the development of behavioral intention as it directly affects the attitude (Mamadaliyevich, Ahmadjanovna et al. 2020). In addition, it has an impact on the attitude toward advertisement, and brand and purchase intention.

According to (Rizwan, Pirzada et al. 2013) Emotional and rational message-appeals provide a strong brand cue to the brand image which in turn stimulate category-based processing. Advertisers use different appeals in advertisements which provoke the viewer's emotions to product purchase intension. They use various psychological barriers, celebrities, and models,

initiate persuasive attractive environment which directly effect on viewers mind and customer's purchase intention. Appeal helps to make successful decision making while product purchasing in the customers perspective.

2.4.5. Content Appeal Characteristic

Emotional advertising content appeals sometimes become positive or negative, depending on the orientation that is required to be given to the behavior of the target audience(Casais and Proença 2015) . A group of researchers claims that negative appeals explore emotions of perceived threat and panic or terror to evoke guilt and shame feelings (Awagu and Basil 2016, Gomes, Casais et al. 2018, Pounders, Lee et al. 2018), and positive appeals investigate motives related to the benefits of behavior change (Buyucek, Knox et al. 2019) . both positive and negative emotions, are stimulated through the advertisement characteristics, such as voice tone, colours, music and images (Bülbül and Menon 2010) The characteristics of both rational appeals and emotional appeals are identified in social advertising and both are used to increase the target audience's response levels (Helmig, Thaler et al. 2010). although, little information is known about advertising and content appeals role and functions in social messages, apart from what happens in commercial and sales leads advertising, where the function of appeals has already been extensively studied (Noble, Pomeroy et al. 2014) .

2.4.6. Content Appeal previous studies/theoretical models (critical analysis)

Several theoretical models have been used to understand the effectiveness of advertising content:

- **Elaboration Likelihood Model (ELM):** ELM (Petty, Cacioppo et al. 1986) proposes that the persuasiveness of an ad depends on the level of cognitive processing a consumer devotes to it. (Panda, Panda et al. 2013) absorbed the latest ideas regarding the use of emotional appeals in positioning, communication, and advertising to create a positive perception of a company.; while highlighting the potential drawbacks of using this tactic universally.
- **Dual Mediation Model (DMM):** (Kamble 2014) The purpose of this study was to determine whether the Dual Mediation Hypothesis Model could be applied to celebrity-starrer product and brand commercials. Among these breakthroughs were the ideas that attitudes and cognitions around advertisements do not translate into purchase intentions (PI) for expensive brands or products. According to the study, people's feelings for the celebrity outweighed their interest in the particular brand or product. These affections helped the celebrity's image grow, but they had no effect on the product's amount of sales. The respondents' intents to acquire the product or brand were also looked at in the study. Based on the aforementioned analysis, it was

determined that the DMM model's application to celebrity endorsements is restricted.

Narrative Transportation Theory (NTT): (Green, Brock et al. 2000) posits that consumers become "transported" into a story presented in an ad. When the sensation of being transported by the tale elicits a happy feeling, the impact of narrative transportation on attitude—whether toward the brand or the advertisement—can be positive rather than negative (Dessart 2018).

2.5. Content Focus

2.5.1. Content Focus Definition

Content focus is defined as the firm's strategic decision to craft digital marketing content toward a certain communication goal (Saavedra Torres 2019).

2.5.2. Content Focus Types

According to Saavedra Torres (2019) firm-generated digital content published on the firm website is classified into two categories buyer focus and firm focus. This classification of content-focus in two categories: (1) buyer focus, which is content that focuses on the product from the point of view of the buyer or consumer including technical support data, and best practices recommendations, without any mention of the brand or the firm (Rapp, Beitelspacher et al. 2013, Barry and Girona 2019), (2) firm focus, which is content that includes a firm's products or services explicit promotion, direct

selling, or call-to-action messages (Rapp, Beitelspacher et al. 2013, Swani, Milne et al. 2017).

2.5.3. Content Focus Objective

According to Egeberg (2015) firm focus content that focuses on the brand identity has the main objective of spreading the brand and creating brand awareness it can include news, information, or even stories about the firm or its products, events sponsored content by the company, or content focusing on the people behind the company. While Task-orientated content or buyer-focused content primarily has the objective of driving sales and generating revenue, it could have the form of sales promotions on social media platforms, advertisements, and product or service announcements. Marketers may post buyer focus content with the intension to enhance customer–brand relationships (Labrecque 2014).

2.5.4. Content Focus Importance

The main factor that will initiate brand awareness on social media is the introduction of value-creating useful content (Gümüő 2017); that’s why Leveraging brand’s social media influence through brand-focused messages which can be done by using firm focus content is very important subject to marketers (Ashley, Tuten et al. 2015)

2.5.5. Content Focus Characteristics

There are three characteristics of digital content marketing focus, namely “Not-paid for”, “Paid-for”, and “Social”(Vinerean 2017).

These traits can also be inferred from business-to-consumer marketing: - “Not-paid for” content is developed by a firm that aims to achieve customer engagement and improve relationships, knowledge, products, and services selling. - “Paid-for” content is developed by a firm that have the same aims as presented above, and in addition it also aims to sale the digital content created. - “Social” content is created by brand community members who aim to express their views; to learn from the organization and other users

2.5.6. Content Focus previous studies/theoretical models (critical analysis)

Self-Determination Theory (SDT): (Deci and Ryan 2012) posits that humans have innate psychological needs for competence, autonomy, and relatedness. The theory of self-determination presents the case that customers need to be motivated by their own desires for personal fulfillment (Haider 2020).

Narrative Transportation Theory (NTT): (Green, Brock et al. 2000) suggests consumers become engrossed in stories presented in ads. Paying attention to the customer's value chain can help entrepreneurs identify disruptive prospects and incumbents address difficulties(Leavy and Leadership 2020).

Critical Analysis:

While both focus strategies have advantages, limitations exist.

Buyer-centric focus might struggle in highly technical markets

where consumers require detailed product information. Creating a strong brand with distinct connotations for consumers is crucial, rather than relying solely on emotions (Morgan and Pritchard 2007).

2.6. Brand Advocacy

2.6.1. Brand Advocacy Definition

According to Wilk, Harrigan et al. (2018) Brand advocacy has generally been seen as the active promotion, support for, or defense of a brand by a consumer to other consumers. As per the research objective of this study the effect of online consumer engagement on brand engagement which includes brand advocacy this research will adopt the definition of brand advocacy introduced by (Park, Kim et al. 2008, Karakaya and Barnes 2010) "Undertaken by highly involved customers who are active in endorsing the brand (through high involvement and WOM".

2.6.2. Brand Advocacy Types

Customer Advocates

Customer advocates are the foundation of brand advocacy programs. Through word-of-mouth recommendations, online reviews, and social media engagement, customer advocates organically amplify brand messages and build trust with potential customers (Mckinney and Benson 2013)

Employee Advocates

Employees can be powerful brand advocates. They will endorse the material, products, or services they market. It is regarded as

the most reliable technique to market a brand, Employee advocacy fosters brand trust and strengthens brand relationships (Sarmad, Ali et al. 2023)

Influencer Advocates

Influencer marketing leverages the reach and credibility of social media personalities. However, the effectiveness of influencer advocacy depends on choosing the right influencer with a genuine connection to the brand and its target audience (Chopra, Avhad et al. 2021)

Micro-Influencer Advocates

The online advocacy landscape is evolving. Research by (Abreu 2019) explores the rise of micro-influencers as a form of brand advocacy. Micro-influencers, with smaller but highly engaged follower bases, are perceived as more relatable and authentic than traditional macro-influencers. Brands can leverage micro-influencers to cultivate a network of passionate advocates who connect with specific audience segments.

Brand Ambassadors

Brand ambassadors are a select group of individuals who formally represent a brand. Research by Almaidia, Baumassepe et al. (2019) highlights the role of brand ambassadors in building brand image and trust. Brand ambassadors are often celebrities or public figures who embody the brand's values and personality. Their association with the brand generates significant awareness and enhances brand perception (Kumar, Tuli et al. 2024).

Understanding the different types of brand advocates is crucial for developing effective brand advocacy programs. Each type offers unique benefits and considerations. By carefully selecting the right advocates for specific objectives, brands can leverage the power of authentic voices to achieve their marketing goals.

2.6.3. Brand Advocacy Characteristics

Genuineness and Believability

Trusov, Bucklin et al. (2009) research emphasizes how internet advocacy communications are more persuasive than traditional advertising. The findings provide more support for the idea that word-of-mouth (WOM) communication can have greater and more enduring benefits than traditional marketing efforts and that it is essential for businesses looking to attract new clients.

Zeal and a Strong Emotional Bond

Emotional resonance and passion are the foundations of effective online brand advocacy. According to Bubphapant and Brandão (2024) Two more motives were proposed in addition to the four that supported them. It's possible that psychological factors (both nostalgic and affective/emotional) are what drive older consumers to participate in online networks. Four incentives are used to categorize information, and this leads to high engagement and online brand advocate.

The Production of Content and User-Generated Advocacy

Active user-generated content (UGC) generation and sharing is a fundamental aspect of online brand advocacy. According to (Lariba and Communication 2023) UGC has been demonstrated to influence consumers' perceptions of brand legitimacy. Customers view brands as more real and reliable when they come across user-generated content (UGC) that accurately captures user experiences and narratives.

Bi-directional Interaction and Dialogue

In the postmodern era, brand advocacy has developed into a two-way connection between the brand owner and brand advocacy (Parrott, Danbury et al. 2015). (Essamri, McKechnie et al. 2019) research delves into the significance of creating a dynamic online space for brand enthusiasts.

2.6.4. Brand Advocacy Benefits

Increased Recognition and Audience: Brand advocacy can enhance brand visibility and attract new customers through positive word-of-mouth.

Trust and Brand Reputation: Positive recommendations can build trust and credibility, leading to increased brand loyalty.

Revenue and New Clients: Brand advocates can directly contribute to increased revenue by referring new customers.

Community Development and Brand Engagement: Brand advocacy can foster a sense of community and engagement

among consumers, strengthening brand loyalty and creating a positive brand image.

More ROI and Cost-Effective Marketing

2.6.5. Brand Advocacy Objectives

Increasing Brand Voice in a Congested Environment

In the congested digital space, brands that value authenticity above artificiality stand out. Nonetheless, authenticity necessitates consistency because any departure from core principles damages customer confidence.

Increasing Credibility and Trust Through Advocacy

By placing a high priority on "investing in relationships, advocates can: increase credibility and build trust (Cullerton, Donnet et al. 2018) Advocacy messages, in contrast to typical advertising, originate from sincere supporters and are regarded as more trustworthy sources of information. Stronger client interactions and a positive brand image are fostered by authenticity (Hajli et al., 2021).

Using Advocacy as a Tool to Gain and Keep Customers

A study has been done by (Sashi, Brynildsen et al. 2019) to investigate how social media helps fast-service businesses interact with their customers. The findings show that the most significant variables affecting advocacy are customer calculative commitment and retention effort. Using social media to communicate with customers to keep them as clients increases advocacy. Increased advocacy is also a result of more calculated

commitment. The relationship between calculative commitment and advocacy is mediated by affective commitment.

2.6.6 brand advocacy previous studies/theoretical models (critical analysis)

Theoretical Models of OBA:

While research on OBA is evolving, several theoretical models have been used to investigate its drivers:

- **Social Exchange Theory (SET):** This theory (Emerson 1976) posits that OBA behavior stems from a perceived exchange relationship between consumers and brands. (Wilk, Harrigan et al. 2018) use SET to explore how factors like satisfaction and brand trust influence OBA.
- **Social Identity Theory (SIT):** SIT ((Tajfel and Turner 1978) suggests consumers engage in OBA to strengthen their identification with a brand community. Muniz and (Muniz Jr and O'guinn 2001) apply SIT to understand how brand communities foster OBA through shared values and experiences.

Critical Analysis of Models:

These models provide valuable insights, but limitations exist. SET focuses on transactional aspects of OBA, neglecting the emotional connection consumers might have with brands. SIT primarily explains OBA within brand communities, overlooking individual motivations.

2.7. Purchase Intension

2.7.1. Purchase Intension Definition

The subjective likelihood that users would engage in a particular behavior is the first definition of purchase intention (Ajzen, Fishbein et al. 1972). When consumers show interest in a product or service, it indicates that they have a buy intention and are willing to make a short-term or long-term purchase.

This research will adopt the most common definition of purchase intention which is the degree to which consumers would like to purchase a particular product or service offered by the service provider or the firm (Aldás-Manzano, Ruiz-Mafé et al. 2009, Ganguly, Dash et al. 2009, Ko, Kim et al. 2009, Petter, McLean et al. 2009).

2.7.2. Factors that Influence Purchase Intention

Consumers' purchasing decisions are influenced by a variety of factors, including impulsivity, brand awareness, price, quality, recreation, and innovation awareness. Since they are unable to handle and test the product, consumers need accurate information to make decisions on what to buy (Madahi, Sukati et al. 2012) Consequently, their intention to buy is influenced by how simple it is to obtain information about products and services on social media platforms. The impact of social pressure on an individual's behavior is known as social influence or subjective norms (Kian^a, Boonb et al. 2017). In addition, (Anwar and Younis 2023) discovered that company-

generated content positively affects electronic word-of-mouth (e-WOM). Additionally, brand loyalty influences e-WOM positively, which in turn influences customer purchase intention.

2.7.3. Purchase Intension Characteristics

Perceived Value and Purchase Intention

(Gan and Wang 2017)Examine how satisfaction and purchase intention are affected by perceived value (benefits and risks) in the setting of social commerce. The findings indicate that purchase intention is significantly and favorably impacted by customer satisfaction.

Brand Image and Purchase Intention

A positive brand image significantly impacts purchase intention. Research(Chin, Lai et al. 2018) explores the relationship between brand image and consumer decision-making. A strong brand image According to (Krisnawan and Jatra 2021)the study's findings, purchase intention is positively and significantly impacted by brand image, positively and significantly impacted by brand awareness, and positively and significantly impacted by brand association. This demonstrates how consumer purchase intention can be raised by brand image, brand awareness, and brand association.

The Role of Emotions in Purchase Intention

Emotions play a crucial role in consumer behavior. Research by explores the influence of Positive emotions like happiness, excitement, and trust on purchase intention.

Social Influence and Purchase Intention

Research by (Leong, Loi et al. 2022) show that the utility of information is explained by factors such as information quality, information credibility, information task fit, and attitudes toward information. Information adoption determines purchase intention, and information usefulness is a predictor of information adoption. By include the significance of electronic word-of-mouth information in an expanded Information Acceptance Model, this study adds to the body of research on purchase intention. It is recommended that practitioners enhance their marketing endeavors to augment the online reviews of their merchandise by considering the caliber, legitimacy, and pertinence of the online reviews.

Information Search and Purchase Intention

Consumers often engage in information search activities before making purchase decisions. Research by (Park, Lee et al. 2007) explores how access to detailed product information, brand comparisons, and user reviews impacts purchase intention.

Personal Needs and Purchase Intention

According to (Kim, Jeon et al. 2020) Emotional repercussions are also explained by cognitive appraisal theory. For instance, according to this theory, behavioral responses like purchase intention are guided by the emotions that are evoked by cognitive assessment. As a result, earlier studies have proposed in the

marketing literature that customers' intentions to remain loyal are influenced by good feelings.

2.7.4. Purchase Intension Benefits

For marketers, purchase intentions are important because they tend to predict buying behaviors. (Delafrooz, Paim et al. 2011) According to the theory of planned behavior, consumers are more likely to take action in the future, such as purchasing a product, if they have a strong motivational intention (Conner 2020)

According to (Komalasari, Christianto et al. 2021) individual's decision to engage in conduct or not is the primary factor that determines their actual behavior. According to research on purchase intention

2.7.5. Purchase Intension Objectives

Predicting Sales and Revenue

Several pieces of research (Shahabuddin 2009, Sundararaman and Ramalingam 2021) explores how purchase intention data can be used for sales forecasting. By gauging consumer sentiment and purchase likelihood, brands can develop more accurate sales projections and optimize resource allocation

Developing Effective Content Strategies

Sinthamrong, Rompho et al. (2015) utilizes the theory of reasoned action, technological acceptance theory, and social influence concepts to examine the factors influencing attitudes and purchase intentions toward branded content in the Webisode format. Data for the study was gathered using questionnaires

given to 400 respondents who had watched a Webisode before. Using structural equation modeling to evaluate the data, it was discovered that attitudes regarding Webisodes are positively impacted by perceived utility, perceived playfulness, perceived ease of use, and peer communication. Purchase intentions are also positively affected by peer communication, perceived playfulness, perceived utility, and sentiments about the Webisode.

2.7.6. purchase Intention previous studies/theoretical models (critical analysis)

Theoretical Models:

The theory of planned behavior (TPB): was put forth by Icek Ajzen in an attempt to add perceived behavioral control to the theory of reasoned action, hence increasing its potency (Meskaran, Ismail et al. 2013). The TPB focuses on linking people's actions and beliefs with other behavioral control constructs, attitudes, and subjective norms. It takes into account both behavior and perceived behavioral control when determining what influences intention. TPB was used in many research (George 2004) that examined various aspects of online shopping in order to understand and assess consumers' attitudes toward this type of purchasing. This theory has been narrowed down because the goal of the study is to evaluate customers' perceptions of perceived risk when making purchases online. The hypotheses are then developed based on the correlations

Theory Acceptance Model (TAM): Ananda, Fietroh et al. (2020) examine how the Theory Acceptance Model (TAM) affects purchase intention. The Structural Equation Model (SEM) is the analysis method employed in this work. with 200 responders in all. The findings demonstrated that customers' perceptions of usability, trustworthiness, and propensity to buy are influenced by perceived ease of use. The benefit and purchase intention of a customer are influenced by perceived usefulness. Benefits have no bearing on a buyer's intention to buy. Customers' perceived usefulness and propensity to purchase are influenced by their level of trust. Perceived usefulness and trust were identified as mediating variables based on the Sobel test results.

2.8. Content Focus and Consumer Engagement Behavior

According to exploratory studies, the goal of digital firm-generated content should be focused on assisting buyers in their search to build a relationship (Gagnon 2014, Colicev, Kumar et al. 2019), How businesses and customers communicate and engage with each other has drastically changed, as has the paradigm shift from a company-centric to a customer-centric marketing approach. more dynamic process of value co-creation, based on the service-dominant marketing logic, has replaced the traditional focus on goods' exchange and tangible values. In this process, the consumer is seen as a co-producer of value and is therefore more deeply involved in the value-creation process. It has been noted that, despite the value co-creation concept's widespread use in marketing

theory—or perhaps precisely because of it—there is a dearth of critical discourse surrounding it and that, in order for the concept to be applied correctly (Javornik, Mandelli et al. 2012), Applying this idea to a business-to-business setting, the content provider can create value by offering potential customers helpful technical support or best practices guidance via its corporate website and other online communication channels. This strategy is known as "operational helpfulness," according to (Barry and Girona 2019), who also suggest that it can improve the company's credibility and boost client engagement. According to this study, content emphasis refers to the firm's strategic choice to develop digital content with a particular communication objective in mind (Holliman and Rowley 2014). Based on these arguments, the following is hypothesized:

H1: There is a significant difference in consumer engagement behavior (CEB) according to content focus (buyer vs firm).

2.9. Content appeal and consumer engagement behavior

A review of the literature demonstrates that appeal is based on the psychological motivation theory, which is a crucial component of persuasion (Rosselli, Skelly et al. 1995, Hastings, Stead et al. 2004, Kalyanaraman and Sundar 2006). (Tyler Eastman, Newton et al. 2003) examined how content, as opposed to structural, aspects affected television show ratings. The goal was to find groups of elements that would reveal the best ways to promote a show on television and give content a more precise place in theoretical models of media priming. Stepwise multiple

regression analysis of 1,547 on-air promotions for 155 prime time shows revealed that content appeals accounted for 5-9% of the variance in ratings.

According to a structural path model, sponsored Facebook posts' congruence with social message appeal directly causes psychological engagement, which is followed by an affective response. By taking this route, an indirect effect is elevated to behavioral engagement. Furthermore, it was discovered that behavioral engagement is directly correlated with sponsored Facebook posts' incongruence with the personal message appeal (Zimand Sheiner, Kol et al. 2021) . Researchers have come to an agreement over the two primary categories of appeals in advertising messages, despite the availability of various appeals: emotional appeal and functional/rational appeal(Campbell, Pitt et al. 2011). Based on these arguments, the following is hypothesized:

H2: There is a significant difference in consumer engagement behavior (CEB) according to content appeal (emotional vs rational).

2.10. Interaction of Content appeal and content focus in consumer engagement behavior

- **Emotional, self-image, and hedonistic content** is more likely to engage users on social media(Liu, Liu et al. 2021).
- **Customer-centric approaches** can significantly impact brand recognition (Lee 2013).

- **Behavioral engagement** involves going beyond basic interactions with a brand (Van Doorn, Lemon et al. 2010).
- **Paired combinations** of informational and transformational content can effectively engage consumers(Liu, Liu et al. 2021).

Hypothesis:

- **H3:** There is a significant interaction between content appeal (emotional vs. rational) and content focus (firm vs. buyer) in consumer engagement behavior (CEB).

Implications:

The interaction between content appeal and content focus suggests that the effectiveness of content in driving consumer engagement is not solely dependent on either factor but rather on their interplay. This highlights the importance of considering both emotional and rational aspects of content, as well as aligning the content's focus with the target audience's needs.

2.11. consumer engagement behavior and purchase intension

- **Consumer engagement** is a multidimensional construct encompassing cognitive, emotional, and social aspects(Hollebeek, Glynn et al. 2014, Hollebeek, Conduit et al. 2016, Hollebeek, Srivastava et al. 2019, Araujo, Copulsky et al. 2020).
- **Engagement** is crucial for brand management and should be assessed across all three dimensions (cognitive, affective, and behavioral)(Dessart, Veloutsou et al. 2016).

- **Purchase intention** is influenced by consumer engagement (Wong and Wei 2023).
- **Social media interactions** can positively impact customer engagement and purchase intention(Shuqair, Filieri et al. 2024).

2.11.1. Hypothesis:

- **H4: There is a significant difference in purchase intention according to consumer engagement behavior (CEB).**

2.11.2. Implications:

The findings suggest that consumer engagement is a crucial factor in influencing purchase intention. By fostering engagement through effective content strategies, marketers can positively impact consumer behavior and drive sales.

2.12. consumer engagement behavior and brand advocacy

- **Consumer engagement** and **social media marketing** can positively influence **brand advocacy** and **loyalty**(Rachbini and Research 2023).
- **Innovativeness** is a significant predictor of brand advocacy and loyalty (Kini and Basri 2022).
- **Consumer engagement behavior (CEB)** mediates the relationship between **customer advocacy** and **self-concept**(Mukesh, Goncalves et al. 2016).
- **Positive CEBs** are created by **consumer predispositions** that encourage advocacy and referral behaviors(Mukesh, Goncalves et al. 2016).

- **Customer interaction and content quality** determine **customer advocacy**(Mukesh, Goncalves et al. 2016).

2.12.1. Hypothesis:

- **H5:** There is a significant difference in brand advocacy according to consumer engagement behavior (CEB).

2.12.2. Implications:

The findings suggest that consumer engagement is a crucial factor in fostering brand advocacy. By creating engaging content and fostering positive experiences, marketers can cultivate loyal and enthusiastic brand advocates who are willing to promote the brand to others.

2.13. effect of content focus, content appeal in brand advocacy and Interaction of Content appeal and content focus in brand advocacy

- **Brand advocacy** is often measured using **positive word-of-mouth**(Wilder 2015).
- **Content focus** (buyer vs. firm) and **content appeal** (emotional vs. rational) influence **brand advocacy**.
- **Buyer-focused content** that addresses consumer needs can foster stronger brand advocacy (Taleghani, Gilaninia et al. 2011).
- **Firm-focused content** may not be as effective as buyer-focused content in driving brand advocacy, but can be effective when genuinely informative and valuable (Cowley 2017).

- **Emotional states** may not fully mediate the relationship between stimuli and brand promotion(Loureiro, Bilro et al. 2018).

2.13.1. Hypothesis:

H6: There is a significant difference in brand advocacy according to content focus (buyer vs. firm), there is a significant difference in brand advocacy according to content appeal (emotional vs rational) and There is a significant interaction between content appeal (emotional vs. rational) and content focus (firm vs. buyer) in brand advocacy (BA).

12.13.2. Implications:

The findings suggest that both content focus and content appeal play a role in influencing brand advocacy. Tailoring content to the buyer's perspective and incorporating emotional elements can be effective strategies for fostering positive brand advocacy. However, further research is needed to fully understand the interplay between these factors and their impact on brand advocacy.

2.14. effect of content focus, content appeal in purchase intension and

Interaction of Content appeal and content focus in purchase intension

- **Advertising appeal** and **focus** interact to influence **purchase intention** (Poturak, Softic et al. 2019).
- **High-engagement advertisements** can positively impact **purchase intention** (Poturak, Softic et al. 2019).

- **Product advertising quality** and **appeals** can influence **purchase intention** (Siddiqui 2014).
- **Rational appeals** can be effective in driving **purchase intention** (Holmström and Böhlin 2017).

2.14.1. Hypothesis:

- **H7:** There is a significant difference in purchase intension according to content focus (buyer vs. firm), there is a significant difference in purchase intension according to content appeal (emotional vs rational) and There is a significant interaction between content appeal (emotional vs. rational) and content focus (firm vs. buyer) in purchase intension (PI).

2.14.2. Implications:

The findings suggest that both content focus and content appeal play a role in influencing purchase intention. The interplay between these factors can be effective in driving consumer behavior. Marketers should consider the combination of emotional and rational appeals, as well as aligning content focus with the target audience's needs, to optimize purchase intention.

2.15 Hypothesis:

Content marketing, a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, has emerged as a cornerstone of modern marketing. This study delves into the intricate relationship between content marketing, consumer

engagement, brand advocacy, and purchase intention. By examining the differential effects of content focus (buyer vs. firm) and content appeal (emotional vs. rational) on consumer engagement, this research seeks to unravel the complexities of how content can drive meaningful consumer interactions and ultimately influence purchase decisions.

To achieve this, we conducted a comprehensive analysis, employing statistical methods to test seven primary hypotheses.

These hypotheses posit that:

- **H1:** There is a significant difference in consumer engagement behavior (CEB) according to content focus (buyer vs. firm).
- **H2:** There is a significant difference in consumer engagement behavior (CEB) according to content appeal (emotional vs. rational).
- **H3:** There is a significant interaction between content appeal (emotional vs. rational) and content focus (firm vs. buyer) in consumer engagement behavior (CEB).
- **H4:** There is a significant difference in purchase intention according to consumer engagement behavior (CEB).
- **H5:** There is a significant difference in brand advocacy according to consumer engagement behavior (CEB).
- **H6:** There is a significant difference in brand advocacy according to content focus (buyer vs. firm), there is a significant difference in brand advocacy according to content

appeal (emotional vs rational) and There is a significant interaction between content appeal (emotional vs. rational) and content focus (firm vs. buyer) in brand advocacy (BA).

- **H7:** There is a significant difference in purchase intension according to content focus (buyer vs. firm) ,there is a significant difference in purchase intension according to content appeal (emotional vs rational) and There is a significant interaction between content appeal (emotional vs. rational) and content focus (firm vs. buyer) in purchase intension (PI).

3. Research Methodology

3.1. Population and Sampling

This study focused on the healthcare industry in Egypt, specifically targeting dentists. The total population of dentists in Egypt was determined to be 76,843(Elkady and Khater 2023) based on the most recent available data. A sample size of 384 participants was calculated to represent this population with a 95% confidence level and a 5% margin of error.

Convenience sampling was employed as the sampling technique due to its practicality and efficiency in accessing a readily available population of dentists. While this method may introduce potential biases, it was deemed suitable for the specific objectives of this research, which focused on understanding the impact of marketing content on consumer engagement behaviors, brand advocacy, and purchase intention.

3.2. Data Collection Procedure

3.2.1. Participant Selection and Assignment:

A group of dentists was identified as the target population and recruited from dental practices, associations, and online communities. **A total of 120 participants were recruited and randomly assigned to four equal-sized groups** to control for extraneous variables and enhance internal validity.

3.2.2. Quasi-Experimental Design:

A quasi-experimental design was used to investigate the impact of content marketing appeal and focus on consumer engagement. Participants were exposed to different video stimuli representing various combinations of content appeal (emotional or functional) and focus (buyer or firm-centric).

3.2.3. Questionnaire:

Primary data was collected through a structured questionnaire administered to participants. The questionnaire measured demographic information, consumer engagement behavior, brand advocacy, and purchase intention using validated scales.

3.3. Data Analysis

The collected data will be analyzed using quantitative research methods, including descriptive statistics, correlation analysis, and ANOVA. Descriptive statistics will be used to summarize the demographic characteristics of the sample and the distribution of responses to the questionnaire. Correlation analysis will be used to examine the relationships between variables, while ANOVA

will be used to test the hypotheses regarding the interactive effects of content appeal and content focus on consumer engagement behavior, brand advocacy, and purchase intention.

3.3.1. Specific Analysis Techniques:

- **Descriptive Statistics:** Frequency distributions, measures of central tendency (mean, median, mode), and measures of dispersion (standard deviation, variance) will be used to describe the sample characteristics and the distribution of responses.
- **Correlation Analysis:** Pearson correlation coefficients will be calculated to assess the relationships between consumer engagement behavior, brand advocacy, and purchase intention.
- **ANOVA:** A two-way ANOVA will be conducted to examine the interactive effects of content appeal and content focus on the dependent variables (consumer engagement behavior, brand advocacy, and purchase intention).

3.4. Statistical Significance:

The statistical significance of the findings will be determined using a significance level of 0.05. If the p-value is less than 0.05, the results will be considered statistically significant.

4. Data Analysis, Results (Findings) & discussion

4.1. Data Analysis

To examine the relationships between content marketing variables and consumer outcomes, a series of statistical analyses

were conducted. Pearson correlation coefficients were calculated to assess the correlations between consumer engagement, brand advocacy, and purchase intention. Independent t-tests were employed to compare consumer engagement levels across different content focus and appeal conditions. Finally, a two-way ANOVA was utilized to investigate the interaction between content focus and appeal on consumer engagement, the interaction between content focus and appeal on brand advocacy and the interaction between content focus and appeal on purchase intension .

4.2. Descriptive statistics:

the demographic characteristics of the sample population across the four groups. Key findings include:

- **Age:** The majority of participants (84.2%) fell within the 25-44 age range, indicating a relatively young and experienced demographic.
- **Gender:** The sample was predominantly male (55%), with a significant female representation (45%).
- **Residence:** Cairo exhibited the highest concentration of participants (55%), followed by Giza (10%) and Alexandria (9.2%).

4.3. Inferential statistics

4.3.1 Reliability and Validity

To ensure the reliability and validity of the measurement instruments, Cronbach's alpha and Pearson correlation

coefficients were calculated. The Cronbach's alpha value of 0.970 demonstrates excellent internal consistency of the scales. Additionally, all items exhibited significant correlations with the total scale, supporting the construct validity of the measures.

4.3.2. Effect of Content Focus on Consumer Engagement

Table (1): Testing Hypothesis H1: Consumer Engagement vs. Focus

	Focus		p-value (2-tailed)	Significance
	Group 1 (buyer) (n=59)	Group 2 (firm) (n=61)		
Consumer Engagement (mean ± SD)	M±SD 73.71±26.4	M±SD 69.11±20.4	M±SD 0.289	M±SD Not significant
Brand Advocacy (mean±SD)	13.54±4.7	12.51±4.3	0.212	Not significant
Purchase Intention (mean±SD)	10.19±3.8	9.28±3.1	0.154	Not significant
<i>p</i> -value ≤ 0.05 considered statistically significant different (95% confidence interval).				

To test Hypothesis H1, an independent t-test was conducted on the collected data (Table 1) . The results indicate that there is no significant difference in consumer engagement behavior (CEB) based on content focus. Specifically, the p-values for all three CEB measures (Consumer Engagement, Brand Advocacy, and Purchase Intention) were greater than 0.05, suggesting that the observed differences between the groups were not statistically significant.

4.3.3. Effect of Content Appeal on Consumer Engagement

Table (2): Testing Hypothesis H2: Consumer Engagement vs. Appeal

	Appeal		p-value (2-tailed)	Significance
	Group 1 (emotional) (n=60)	Group 2 (rational) (n=69)		
Consumer Engagement (mean ± SD)	M±SD 89.63±16.6	M±SD 53.12±12.9	M±SD 0.0001	M±SD Significant
Brand Advocacy (mean ± SD)	16.45±3.3	9.58±2.5	0.0001	Significant
Purchase Intention (mean ± SD)	12.40±2.4	7.05±2.0	0.0001	Significant
<i>p</i> -value ≤ 0.05 considered statistically significant different (95% confidence interval).				

To test Hypothesis H2, an independent t-test was conducted on the collected data (Table 2). The results indicate that there is a significant difference in consumer engagement behavior based on content appeal. Specifically, the p-values for all three CEB measures (Consumer Engagement, Brand Advocacy, and Purchase Intention) were less than 0.05, suggesting that the observed differences between the groups were statistically significant.

4.3.4 Interaction Between Content Focus and Appeal on Consumer Engagement

The two-way ANOVA revealed a significant interaction between content focus and appeal on consumer engagement. This indicates that the effect of content focus on engagement depends on the content appeal, and vice versa. Emotional content focused

on the buyer appears to be the most effective combination in driving consumer engagement.

- **Table (3): Testing H3: content appeal and content focus interaction vs consumer behavior engagement**

Tests of Between-Subjects Effects

Dependent Variable: CE

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Focus	475.881	1	475.881	2.439	0.121
Appeal	40199.788	1	40199.788	206.018	<0.001
Focus * Appeal	2968.081	1	2968.081	15.211	<0.001
Error	22634.832	116	195.128		
Total	66084.125	119			

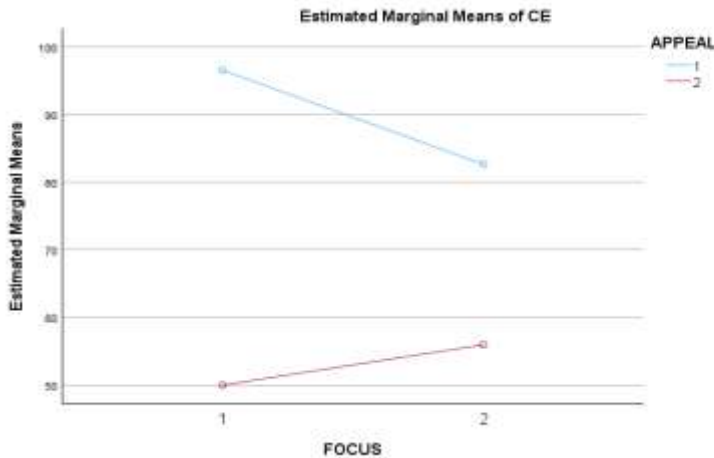


Figure 1. Focus and Appeal interaction on Consumer Engagement plot
The study investigated the impact of marketing content appeal (emotional or rational) and focus (buyer-focused or firm-focused) on consumer engagement. The key findings (Table 3) were as follows:

- **Appeal significantly influences consumer engagement:** Emotional or rational appeals have a significant impact on consumer engagement.
- **Interaction between focus and appeal:** The effectiveness of appeal depends on the focus of the content. For instance, emotional appeals are more effective when the focus is on the buyer, while rational appeals may be more effective when the focus is on the firm.
- **Focus alone is not significant:** While focus did not have a significant main effect, it interacts with appeal to influence consumer engagement.

Graphical analysis (Fig. 1) further supports these findings, revealing that:

- **Buyer-focused content with emotional appeals** is the most engaging combination.
- **Firm-focused content with emotional appeals** is less effective than buyer-focused content.
- **Rational appeals** can be more effective when the focus is on the firm, although they generally do not match the engagement levels of emotional appeals.

In conclusion, the study highlights the importance of tailoring marketing content to both the emotional needs of consumers and the relevance of the content to their perspectives.

4.3.5 effect of Content Focus and content appeal on brand advocacy and Interaction of Content appeal and content focus in brand advocacy

Table (4): Testing Hypothesis H6: Focus and Appeal interaction on brand advocacy

Dependent Variable: BA

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Focus	25.339	1	25.339	3.093	.081
Appeal	1415.542	1	1415.542	172.798	<.001
Focus * Appeal	41.798	1	41.798	5.102	.026
Error	950.260	116	8.192		
Total	2431.967	119			

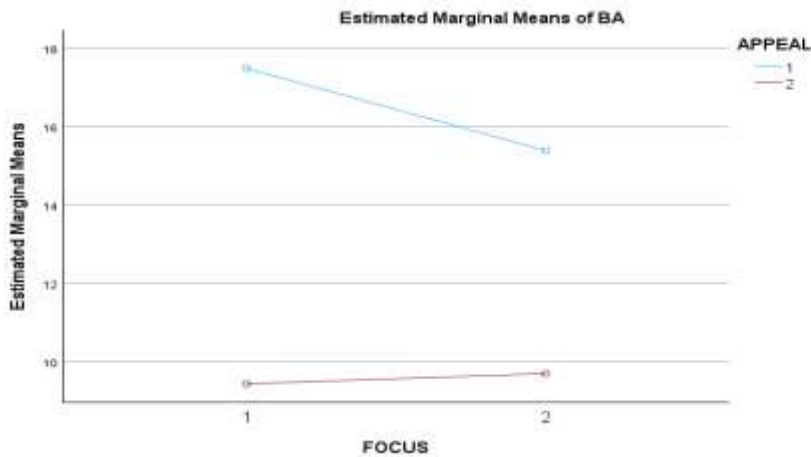


Figure 2 Focus and Appeal interaction on Brand Advocacy plot

The ANOVA analysis (Table 4) revealed that **content appeal** significantly influences brand advocacy, while **content focus**

alone does not have a significant effect. However, the most important finding is the **significant interaction between content focus and appeal**. This indicates that the effectiveness of content focus on brand advocacy depends on the level of appeal, and vice versa.

Specific findings include:

- **Main effect of appeal:** Emotional or rational appeals significantly affect brand advocacy.
- **Non-significant main effect of focus:** While focus showed a trend towards significance, the effect was not strong enough to be conclusive.
- **Significant interaction effect:** The combination of focus and appeal is crucial in influencing brand advocacy.

Graphical analysis (Fig. 2) further supports these findings, revealing that:

- **Buyer-focused content with emotional appeals** is the most effective combination for driving brand advocacy.
- **Firm-focused content** is generally less effective in fostering brand advocacy, even with emotional appeals.

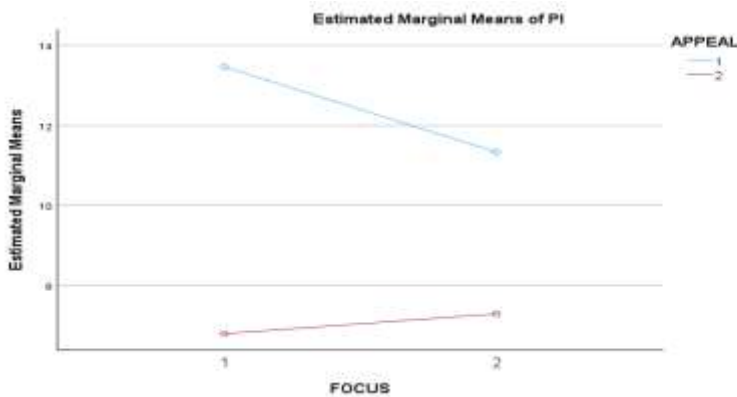
In conclusion, the study highlights the importance of tailoring marketing content to both the emotional needs of consumers and the relevance of the content to their perspectives.

4.3.6 effect of Content Focus and content appeal on purchase intension and Interaction Between Content Focus and Appeal on purchase intension

Table (5): Testing Hypothesis H7: Focus and Appeal interaction on purchase intension

Dependent Variable: PI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
FOCUS	20.065	1	20.065	4.643	.033
APPEAL	860.858	1	860.858	199.210	<.001
Focus * Appeal	51.870	1	51.870	12.003	<.001
Error	501.279	116	4.321		
Total	1431.925	119			

**Figure 3 Focus and Appeal interaction on purchase intension plot**

The ANOVA analysis (Table 5) revealed that both **content focus** and **content appeal** significantly influence purchase intention. However, the most important finding is the **significant interaction between content focus and appeal**. This indicates that the effectiveness of content focus on purchase intention depends on the level of appeal, and vice versa.

Specific findings include:

- **Main effects of focus and appeal:** Both content focus and appeal significantly affect purchase intention.
- **Significant interaction effect:** The combination of focus and appeal is crucial in influencing purchase intention.

Graphical analysis (Fig. 3) further supports these findings, revealing that:

- **Buyer-focused content with emotional appeals** is the most effective combination for driving purchase intention.
- **Firm-focused content** is generally less effective in driving purchases, even with emotional appeals.

In conclusion, the study highlights the importance of tailoring marketing content to both the emotional needs of consumers and the relevance of the content to their perspectives.

4.3.7 Correlation Between Consumer Engagement and Brand Advocacy, Purchase Intention

Table (6): Correlation between Consumer Engagement and Brand Advocacy:

	Group 1 (n=30)	Group 2 (n=29)	Group 3 (n=30)	Group 4 (n=31)
Correlation between Consumer Engagement and Brand Advocacy				
Consumer Engagement (mean ± SD)	M ± SD 96.6±14.3	M ± SD 50.0±9.6	M ± SD 82.7±16.0	M ± SD 56.0±15.0
Brand Advocacy (mean ± SD)	17.5±2.8	9.4±1.9	15.4±3.5	9.7±3.0
Pearson Correlation	0.950	0.771	0.843	0.857
<i>p</i> -value (2-tailed)	0.0001	0.0001	0.0001	0.0001
Interpretation	Significant	Significant	Significant	Significant
Correlation is significant at <i>p</i> -value ≤ 0.01 (2-tailed)				

Table (7): Correlation between Consumer Engagement and Purchase Intention:

	Group 1 (n=30)	Group 2 (n=29)	Group 3 (n=30)	Group 4 (n=31)
Correlation between Consumer Engagement and Purchase Intention				
Consumer Engagement (mean ± SD)	M ± SD 96.6±14.3	M ± SD 50.0±9.6	M ± SD 82.7±16.0	M ± SD 56.0±15.0
Purchase Intention (mean ± SD)	13.5±1.9	6.8±1.6	11.3±2.4	7.3±2.3
Pearson Correlation	0.888	0.860	0.935	0.855
<i>p</i> -value (2-tailed)	0.0001	0.0001	0.0001	0.0001
Interpretation	Significant	Significant	Significant	Significant
Correlation is significant at p -value ≤ 0.01 (2-tailed) The results indicate a strong positive correlation between consumer engagement and both brand advocacy (Table 6) and purchase intention (Table 7) across all content groups. These findings suggest that higher levels of consumer engagement are associated with increased brand loyalty and a greater propensity to make a purchase.				

4.5. Discussion and key findings

4.5.1. Key Findings and Implications

This study significantly contributes to the understanding of content marketing's impact on consumer behavior. The findings demonstrate the pivotal roles of content focus, appeal, and consumer engagement in driving brand advocacy and purchase intention.

4.5.2. Hypothesis Testing

- **Hypothesis H1 (Content Focus):** While previous research suggested the importance of content context, this study found no significant difference in consumer engagement based on content focus (buyer vs. firm). This may be due to the

effectiveness of both types of content when crafted well or to limitations in sample size.

- **Hypothesis H2 (Content Appeal):** Emotional appeals were found to be more effective than rational appeals in driving engagement, advocacy, and purchase intention, aligning with existing research on the importance of emotional connections in marketing.
- **Hypothesis H3, H6, and H7 (Interaction Effects):** The significant interactions between content appeal, content focus, and consumer engagement/advocacy/purchase intention highlight the importance of considering both emotional and rational aspects of content, as well as the alignment between content focus and target audience needs.
- **Hypothesis H4 and H5 (CEB and Purchase Intention/Brand Advocacy):** The significant correlations between consumer engagement behavior (CEB) and purchase intention/brand advocacy support the hypothesis that engaged consumers are more likely to make purchases and advocate for the brand.

5. Conclusion

Overall, this study provides valuable insights into the factors that influence consumer engagement, brand advocacy, and purchase intention in the context of content marketing. By understanding and applying these findings, marketers can develop more effective content strategies to drive business success.

6. Theoretical Implications

The findings support existing theories on consumer behavior, including the dual processing theory, which suggests that consumers process information through both emotional and rational systems.

7. Practical Implications

- **Consumer-Centric Approach:** Marketers should prioritize creating content that resonates with the target audience on an emotional level and provides tangible value.
- **Emotional Appeals:** Incorporating emotional elements can significantly enhance consumer engagement and drive desired behaviors.
- **Content Focus and Appeal:** Tailoring content to the buyer's needs and preferences, while considering the interplay between emotional and rational appeals, is crucial for effective content marketing.

8. Limitations and Future Research

- **Sample Size:** A larger sample size could provide more robust findings, especially for detecting subtle differences between content focus groups.
- **Cultural Context:** Future research could explore how these findings may vary across different cultural contexts.
- **Long-Term Impact:** Investigating the long-term effects of content marketing on consumer behavior would provide valuable insights.

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