The Impact of Content Marketing on Guest Behavioral Intentions

Moamen Kamel Abo Elezz[a]**,**   **Ahmed Reda Abdelazim**[b]**,**
Mohamed Abdelmonim Ibrahim[c]**,**

[a] *Assistant professor, Hotel Management Department, Faculty of Tourism and Hotels, Minia University*
[b] *Master Researcher, Hotel Management Department, Faculty of Tourism and Hotels, Minia University*
[c] *professor, Hotel Management Department, Faculty of Tourism and Hotels, Minia University*

Keywords	Abstract
Content Marketing, Brand awareness Brand image Guest Behavior	Marketing technologies today are developing quickly; content marketing, which may be used more with awareness, Nowadays, various marketing activities, whether small or large sectors, use technology in their development. The quick development of marketing tools has made things easier. Digital marketing includes the use of content marketing. Changes in consumer behavior accompany rapid technological developments. In the era of modern tools, consumers rarely traditionally buy goods. After conducting a pilot study and having some meetings with hotel marketers, it was found that some of them are aware of content marketing and some of them are not aware of it, so the researcher believes that there is a missing point in using marketing, and a research problem was found. This research aims to find the impact of content marketing on guest behavioral intentions in hotels, exploring the importance of content marketing and how it can change guest decisions. The study contributes to the general understanding of how content marketing can affect the guest behavior in the hotels. Furthermore, it makes recommendations to improve marketers' performance in the hotels, which leads at last to understanding guest behavior and achieving hotel revenue. The data has been made accessible by quantitative methodologies. Online questionnaires were used in Egypt. Exactly 314 online questionnaires were distributed, and Smart PLS 4.0 was used to analyze the data. The results of this research show that there is a significant effect of content marketing on guest behavior.

1. Introduction

Content marketing enables companies to create and distribute the information that audiences need, and high-quality content is becoming the standard rather than the exception (Byrne 2020). According to Roseman (2023), content marketing is essential

for organizations since it enhances their reach, increases brand awareness for the products they sell, builds audience trust and credibility, and turns visitors into actual consumers. Lately, companies have started using innovative marketing strategies to promote their products and services, engage with consumers, exchange information, and build brand awareness (Juliet & Nwokah, 2015). Any organization's ability to produce and distribute content is essential to success. (Holliman & Rowley, 2014). Since content is essential to inbound marketing approaches, understanding how to use it for marketing—specifically, for consumer engagement—is essential to creating a successful inbound marketing strategy (Holliman & Rowley, 2014). The researchers conducted a pilot study based on interviews with marketing and sales managers of local hotels in Hurghada and Sharm El Sheikh as well as international chains. There are hotel managers who utilize content marketing and believe that it has a significant impact on guests' decisions to book and choose the right hotel. However, many of them know the terms used in content marketing, which supports Byrne (2020) in saying that some companies might not be all that interested in content marketing since they believe it to be unnecessary spending. In reality, content marketing is crucial to the business. The researcher found that there is a problem and content marketing is not used in many hotels although it is important. The study contributes to the general understanding of how content marketing can affect the guest behavior in the hotels. Furthermore, it makes recommendations to improve marketers' performance in the hotels which leads to understanding guest behavior and achieving hotel revenue. This paper aims to explore the use of content marketing in Egyptian hotels to identify the impact of content marketing on guest's behavioral intentions. To achieve this research aim, the research included the following objectives: -

1. Exploring content marketing in the hotels.
2. Exploring the use of content Marketing to increase sales and revenue.
3. Identifying how content marketing is a close tool to the guests in hotels and has an impact on booking decisions.
4. Identifying the most important types that affect guests' behavioral intentions.
5. Presenting a model introducing content marketing to change guest's behavioral intentions.

The research includes the following hypotheses:
1. There is a statistically significant effect of content marketing on brand awareness.
2. There is a statistically significant effect of content marketing on behavior.
3. There is a statistically significant effect of content marketing on credibility
4. There is a statistically significant effect of Content marketing on brand image.
5. There is a statistically significant effect of brand awareness on guest behavior
6. There is a statistically significant effect of credibility on guest behavior.
7. There is a statistically significant effect of brand image on guest behavior.

2. literature Review

2.1. Content Marketing

Content marketing is a strategic approach for marketing that involves creating, publishing, and distributing valuable and relevant content such as articles, videos, podcasts, and other forms of media to attract, engage, and retain a target audience, with the ultimate goal of increasing brand awareness, generating leads, and driving revenue. (Dean, 2024) According to Zote (2024) Content marketing is the practice of using content to promote the products or services to a business audience. This may be in the form of blog posts, infographics, case studies, white papers, tutorials and educational videos among many others Zote (2024). Content marketing is creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying consideration processes, such that it encourages them to convert to a business - building outcome (Hollebeek & Macky, 2019).Content marketing is a technique for creating and distributing relevant and valuable content to attract and share the target customer, it is articles, blogs, brand information, stories, videos, interactions, conversations, participants, and events (Zembik, 2014). According to Content Marketing Institute (2013) Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience with the objective of driving probable customer action.

2.2 Social media and Content marketing

Social media marketing is "the use of social media the platforms on which users build social networks and share information to build a company's brand, increase sales, and drive website traffic." (HAYES, 2024).Social media is a way to endorses enhanced content (webcasts, videos, etc.) compared to simple text (Simeon at al., 2011). Social media (SM) helps the guests either the potential or the current guests to contact each other and contact with hotel guest service center (Simeon at al., 2011). Also, the Content Marketing Institute (CMI) categorizes SM as a tactic (Frauke & Onder, 2016).Content Marketing (CM) is using to deliver some information about the brand by using SM websites which increase brand awareness and improve brand image (Odden L. , 2013).

2.3. Types of contents

2.3.1 Blog posts

The blog is an important tactic of Content Marketing (Simona V. , 2017). A blog (a shortened version of "weblog") is an online journal or informational website displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject. (Minaev, 2023). According to Forsey (2023), the blog is a regularly updated website or web page, and can either be used for personal use or to fulfill a business need. Including videos in the blog can add depth to the content, help on the customer engagement, and make the blog more reachable (Santiago, 2023). Blog posts should be published regularly to attract new and recurring visitors, and they should be focused on providing valuable content for the targeted audience so that

it will make readers inclined to forward and share them on social platforms and other websites (Simona & Alin, 2017).

2.3.2 #Hashtags:

A hashtag is a word or phrase following a hash sign (#, also known as "pound sign"). It allows users to identify specific content on social networks and helps them navigate posts more easily. (Gögele, 2023). A hashtag is a special metadata tag that is used on social media platforms like Instagram, TikTok, and others (Barker, 2024). Hashtag marketing is all about using hashtags as a tool to improve marketing efforts (Barker, 2024). Hashtag is a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic (Laucuka, 2018). A good example of this is hashtags like #vegan, #FIFAcup2014, and #LinkinPark which provide a plethora of shared experiences and opinions on the relevant topics. (Laucuka, 2018). A study conducted by social media experts like Dan Zarrella concluded that hashtags on Instagram can create a sense of community and build brand loyalty (Jim , 2015), finding the right hashtag category to park the hotel's content becomes critical to attracting new followers, Hotels can help to identify which hashtag terms resonate the most with hotel's target audience as well as the area of expertise (Jim , 2015) .Popular hashtag words can also be used by the brands that define their market to increase their page visits and brand awareness (Daeun , 2017).

Hashtags essentially make the content searchable and grouped into relevant topics (Zote, 2024). Hashtags can increase the visibility of the content on social media and can help to reach the target audience (Barker, 2024).Hashtags are a great way to showcase the brand's ideas, concepts or conversations in a group, they are also an easy way for users to look for Instagram posts on topics they are interested (Daeun , 2017). having hashtags allows a post to be more exposed which invites more people to look at the post (Daeun , 2017).

2.3.3 Videos

Video marketing is the process of using video content to advertise a company, good, service, or cause (Willoby & Borghi, 2024). It includes organizing, producing, sharing, and altering movies for various media from web pages and vlogs to social media networks. (Willoby & Borghi, 2024). Video marketing is a marketing strategy that uses video content to promote products, services, or the brand (Adobe, 2024). Video marketing is currently the best way to connect with the audience. It can make the prospects' first awareness of the brand unforgettable (Ankucic, 2023).
 Video is the preferred choice of medium for relaying information overall it is a good choice when the guest has no time to spend reading a procure or surfing the internet to know what the provided services (Lon , 2010). The audiences love video because it considers a friend that they can acquire knowledge and experiences from (Lon , 2010). The audiences could be more involved when they watch a video because of the facial expressions and the body language, it is estimated that 55 percent of all communication comes from body language, while 38 from the voice and only 7 percent from the words themselves (Lon , 2010).

 2.4 Goals and Objectives of Content Marketing.

2.4.1 Providing Valuable Content

CM is a different method of traditional marketing, The marketer's goal is not to convince the guest of the benefit of booking a room or other service, Instead, the marketer's goal is to create content that helps the guest who could be an actual guest, after creating this content it could be posted on the hotel's website and made available for free for the hotel's potential guests (Fout, 2020)**.**. If there is a paid service that guests should access link to discover marketers should differentiate between them or make it separate and its availability by sharing guests 'details. This means that if any potential guest reads the content provided should find it valuable and get his question answered, delivering him new information or making them entertained so the content should be always valuable. (Fout, 2020).

2.4.2 Guest loyalty

Customer loyalty describes a customer's willingness to return to a company to purchase its services or products. It is manifested when a customer makes repeat purchases, choosing a specific company over its competitors. This is usually because they developed a positive emotional relationship with the brand as a result of the delightful experiences, they had with that company (Schiavo, 2024). Customer Loyalty is a measure of how faithful is the customer to the brand or the possibility of a customer to repeat purchases with a business or brand over others for a specific need (Bhasin, 2023). Loyalty is a long-term commitment to repurchase involving both repeated patronage and a favorable attitude (Khan, 2013).There are several examples of programs that hotels are using to build guest loyalty. These programs motivate customers and encourage them to repeat bookings from the same hotel or chain (Asamoah, 2012). The following are examples of loyalty programs:

- Marriott has **Marriott Bonvoy,** Accor has **ALL Accor live limitless,** Hilton has **Hilton Honors (H.H),** Intercontinental has **IHG rewards club,** Radisson Blu has **Radisson Rewards,** Rotana has **Rotana Rewards,** Hyatt has **World of Hyatt,** and so many hotels, companies and banks have the same idea to keep the loyalty of customers.

Loyalty programs enhance and encourage to establishment of a long-term relationship with the guest by offering some benefit according to guest tier (Barnett & McIlroy, 2000).

2.5 Brand image

Brand image is the reasoned and emotional impression the brand creates in the minds of existing and potential customers (Kotler et al., 2020). Brand image is a group of brand associations that are formed and attached to the minds of customers (Rusmahafi & Wulandari, 2020).According to Abo Alnaga (2018) the image reflects a set of impressions and perceptions created by the individual and stored by an organization, a commodity, a service or a company that is called because of exposure to a variety of influences and different from an individual to another. Kotler and Kevin (2016),

argues that brand image explains the extrinsic nature of goods and services, as well as the consequences of brand perception caused in meeting the psychological and social needs of consumers. Brand image is a description of associations and consumer confidence in certain brands. (Tjiptono, 2014).Content marketing helps the hotels to build a sustainable brand image and loyalty, provides relevant and valuable information to the customers and builds trust with an audience (Smolkova, 2018).Brand image is a quite important marketing function as it sometimes directly associates with sale, brand image does not only convey the goodwill of brand to the customers but also implicitly persuade them to buy your product again and again, the brand image plays an important role in consumer buying behavior as the customers of modern era give importance to this particular factor (Ghafoor., 2012).

2.6 Brand awareness

2.6.1 Conceptualization of brand awareness

Brand awareness is a marketing term for the degree to which consumers recognize a product by its name. Ideally, consumers' awareness of the brand may include positive perceptions of the qualities that distinguish the product from its competition. (Kopp, 2022).Brand awareness can be defined as the knowledge about the brand, or the descriptive information about the brand stored in consumers' memories (Kotler et al., 2019). Consumers always tend to buy familiar products over similar unfamiliar products. Therefore, it is important to increase brand awareness in every marketing strategy. (Utama & Sihaloho, 2023).
A higher degree of brand awareness positively influences customer purchase intentions and willingness to recommend the product or service, brand awareness is considered as one of the main business assets that can add value to the product or service and result in competitive advantages in different fields, including tourism (Godovykh & Pizam , 2022).Brand awareness can directly influence tourists' behavioral intentions. Several studies suggest that brand awareness can influence purchase intentions because people tend to select well-known brands in the absence of price and quality considerations (Lin et al., 2014). Several factors moderate relationships between brand awareness and visit intentions, including personal and socio-demographic characteristics, cultural dimensions, brand performance, etc. (Liu al., 2017). Brand awareness and brand image exert a substantial influence on purchase intention (Chen, 2024) .Odden (2013) has explained above that CM is used to deliver some information about the brand by using SM websites which increase brand awareness and improve brand image.CM1 (2015) 84% of Marketers said that the content marketing goal of their organization is "brand awareness" So, the researcher sees that we can use the hotel brand or the chain brand as a name, term, symbol logo, or combination of them for a certain hotel that we can use to distinguish the service of a specific chain from the service of another chain and when we mention the term of service it means all service aspects such as service quality, price…etc.

2.6.2 The Levels of Brand Awareness.

According to Aaker & Favid (1991), there are some levels of brand awareness as the following:

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                    Top
                  Of Mind
               Brand Recall
             Brand Recognition
            Unaware of brand
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Figure 1. Aaker & Favid, 1991

2.7 Behavioral Intention

purchase intention is a psychological construct referring to the probability of making a future purchase (Crosno et al., 2009). The purchasing intention for a specific brand is influenced by factors such as e-WOM, brand awareness, and brand image, Brand awareness shows a positive effect on the attitude of consumers toward a brand, subsequently impacting their intention to make a purchase (Chen, 2024) .Positive impact of brand awareness on purchase intention, brand awareness significantly influences consumer purchasing intention (Ristanto, 2016). It was assumed that the guest purchasing decision was an independent variable and brand awareness along with social media content marketing was an independent variable, the content marketing assists brands in delivering brand information through social media sites that create awareness for brands and change consumers' approach regarding its products (Odden L. , 2013).

3. Methodology

3.1 Research Methods

The survey instrument was chosen to serve as the research tool for collecting initial feedback from guests of different hotels. It has been observed that the survey is one of the most popular methods in the social sciences for conducting tests based on evidence of the impacts and relationships among social, sociological, and psychological factors.

The researcher designed a survey instrument based on previous studies after making some changes to fit the research, as well as the objectives of the research, some of those previous studies found out the impact of brand awareness on customer purchase intention like (Chi, 2009) and (Emma K & Byron , 2000), Content Marketing, and

Social media like (Mohammad & Bryan, 2021). Several significant variables were included in the survey, such as brand awareness, Guest Brand image, credibility, and content marketing with its impact on the variables mentioned earlier. The survey was distributed to hotel guests from various nationalities and destinations to collect data and investigate whether content marketing has an impact on guest behavior. The questionnaire is divided into three parts the first part of the questionnaire includes items which related to content marketing and can be extracted after using content marketing. The second part is direct questions to the respondents about the guest's use of social media sites and their suggestions. The third part of the questionnaire dealt with demographic data such as gender, age, and education.

3.2 The Research Population and Sample

The current research seeks to identify the most effective sampling strategy while considering constraints related to cost, time, and resources. The research specifically targets guest in four- and five-star hotels located in Cairo, Hurghada, and Sharm El-Shaikh, in Egypt. To achieve this, stratified random sampling was online distributed. For large, infinite, or unknown population sizes, Cochran's formula (1977) is used to determine the sample size (Uakarn et al., 2021). This formula provides a statistical basis for estimating the number of participants required to obtain reliable results (Ioans, 2024) as illustrated:

3.3 Figure. 2 Cochran's formula

$$n = \frac{Z^2 \, p(1-p)}{e^2}$$

$$n = \frac{(1.65)^2 \; \times 0.5 \, (1 - 0.5)}{(0.05)^2} =$$

$$n = \frac{2.7225 \times 0.5 \, (1 - 0.5)}{0.0025} = 272.25$$

As the researcher distributed the number of 314 surveys in Arabic and English to the hotel guests in Egypt, the sample size calculation used the formula incorporating a confidence level of 90% (Z = 1.65), an error proportion of 0.05 (e), and a probability of 50% (p). even though the ideal sample size (n) was determined to be approximately 385 participants. However, it was confirmed by Cochran (1977) and Bulmer (1979) that it is possible to use 270 samples with 90% confidence level and a 5% margin of error.

3.4 Data analysis techniques.

A Partial Least Square Structural Equation Modelling (PLS-SEM) using Smart-PLS 4.0 was utilized to examine the postulated hypotheses of this study. several statistics

were examined including Cronbach alpha, composite reliability, average variance extracted, evaluating beta, *t*-statistics, and *p*-value.

3.5 Test of Hypothesis

Based on analysis of the literature, the researchers developed the research hypotheses, which consist of 7 hypotheses, the hypotheses are framed positing that there is statistically significant effect of content marketing on guest behavior intention.

Hypothesis 1:

The results show that there is a positive relationship between the content marketing and band awareness with ($\beta1$ = 066; t1=17.258), also as R2 is 43.6% for content marketing and brand awareness, based on the findings there is a significant effect of content marketing on Guest Brand Awareness. CM1 (2015), 84% of marketers said that the content marketing goal of their organization is "brand awareness", (Baltes, 2015). SM websites increase brand awareness and improve brand image (Odden L. , 2013). Therefore, in term of how brand awareness can be affected by content marketing, it is hypothesized, H1: There is a statistically significant effect of content marketing on brand awareness.

Hypothesis 2:

The results show that there is a positive relationship between the content marketing and behavior with ($\beta2$ = 0.196; t2=2.877), additionally as R2 is 0.45% for content marketing and guest behavior, based on the findings there is a significant effect of content marketing on guest behavior. Companies should work on the quality of the content rather than quantity since it is the content that encourages customers to make a purchase decision. (Puro, 2013).The content marketing works as a relationship building technique through which customers can associate themselves with brands and if the content is strong enough then it leads consumers to purchase decision as well (Odden L. , 2013). Therefore, in term of how behavior can be affected by content marketing, it is hypothesized, *H2: There is a statistically significant effect of content marketing on Guest behavior.*

Hypothesis 3:

The results show that there is a positive relationship between the content marketing and credibility with ($\beta3$ = 0.678; t3=17.766) , as R2 is 0.45% for content marketing and credibility, based on the findings there is a significant effect of content marketing on credibility . Content helps hotels show them not only that the hotel marketing is generous (because you're giving them all this free content), but also that the hotel is relatable. When you produce pieces of content, your audience gets to know you (just like you're getting to know us right now). By building an audience the hotels are building credibility and authority. (Fout, 2020)**.** Therefore, in term of how credibility can be affected by content marketing, it is hypothesized,
H3: There is a statistically significant effect of content marketing on credibility.

Hypothesis 4:

The results show that there is a positive relationship between the content marketing and Guest Brand image with ($\beta4 = 0.573$; t4=10.609), as R2 is 0.33% for content marketing and Guest Brand image, based on the findings there is a significant effect of content marketing on Guest Brand image. Content marketing helps the hotels to build a sustainable brand image, Brand Image affects guest behavior and intention of choosing hotels (Smolkova, 2018). Sustainable brand, which, nowadays, cares not only about sales but guest's loyalty and involvement as well. Content marketing helps the hotels to build a sustainable brand image and loyalty, provides relevant and valuable information to the customers and builds trust with an audience (Smolkova, 2018). Therefore, in term of how brand Image can be affected by content marketing, it is hypothesized,

H4: There is a statistically significant effect of Content marketing on brand Image.

Hypothesis 5:

The results show that there is a positive relationship between the brand awareness and guest behavior with ($\beta5 = 0.178$; t5=2.894), based on the findings, the brand awareness has a statistically significant direct impact on guest behavior. It was assumed that the guest purchasing decision as an independent variable and brand awareness along with social media content marketing as an independent variable. The content marketing assists brands in delivering brand information through social media sites that create awareness for brands and changes consumers' approach regarding its products (Odden L. , 2013). Therefore, taking these pressures into consideration, it is hypothesized, *H5: Brand awareness has a significant relationship with the consumer purchase decision*

Hypothesis 6:

The results show that there is a positive relationship between the credibility and guest behavior with ($\beta6 = 0.191$; t6=2.419), based on the findings, the credibility has a statistically significant direct impact on guest behavior. The credibility has a positive impact on guest behavior and that agreed with (Abo Alnaga, 2018) that Content marketing affects guest desire to purchase hotels services and products.: We therefore hypothesize, in terms of credibility, *H6: There is a statistically significant effect of credibility on guest behavior.*

Hypothesis 7:

The results show that there is a positive relationship between the image on guest behavior ($\beta7 = 0.239$; t7=4.045), based on the findings, the image has a statistically significant direct impact on guest behavior. GOGOI (2013)also mentioned that the brand image of the services considers the main factors to contribute in purchase intention along with some other factors like eWOM. Dehghani & Tumer(2015) assured that purchasing intention could be determine by brand image . Therefore, it is posited, *H7: There is statistically significant effect of brand image on guest behavior.*

Figure. 3: The Model of Hypothesis
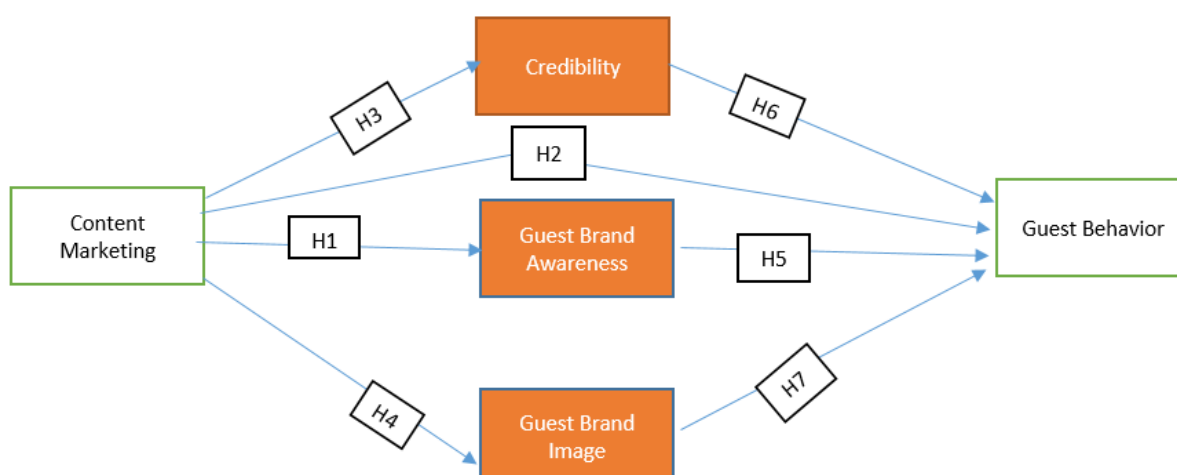
4.Results.

4.1. Profile of the participants.

The sample of this study represented various demographic segments from the target population. Specifically, People between 40 and 60 years, were the dominant age group at 39. % followed by the younger age group between 26 and 40 years at 36 %. Grownups (between 18 and 25 years) came at the third rank with 21% and, senior citizens are 3%. Lastly the younger age group (less than 18 years) came at the last rank at 1%. As for gender both genders were included in the sample with a large share (65%) of the male participants compared to the percentage of females (35%). When it comes to the education level a large percentage (64%) of the participants have a university degree. Followed by university students at 24%, Post graduate students came at the third rank at 9%. Lastly high school students at 3%.

Table (1):

Variable	Frequency	Percentage (%)
Age		
Less than 18	3	0.95
40 to 60	123	39.17
18 to 25	66	21
More than 60	9	2.86
26 to 40	113	35.98
Total	**314**	**100**
Gender		
Male	204	64.9
Female	110	35.1
Total	**314**	**100**
Education level		

High school	9	2.8
University Graduated	202	64.3
University Students	76	24.2
Post graduate	27	8.5
Total	**314**	**100**

4.2 Measurement model.

4.2.1. Common method bias (CMB)

Collinearity test Table (2):

Indicators	VIF
Hotel brand awareness affects my behavior toward the hotel service.	1.163
I take into my consideration the brand awareness before booking in the hotel.	1.163
BLG AV	2.167
I believe in content marketing of the hotel.	1.729
Content Marketing is convincing.	1.551
Hotels' videos and blogs are believable.	1.376
If the hotel has credibility I will book in the hotel.	1.349
My loyalty to a hotel affects my behavior toward the hotel service.	1.152
I changed my behavior toward a product after watching video from the seller.	1.152
HASH AV	2.45
Hotel brand image affects my behavior toward the hotel services.	1.154
I compare between hotels' image before booking in one of them.	1.154
INF AV	2.154
POD AV	2.409
SM AV	2.286
VID AV	2.274
WEB AV	2.226

Awareness, Blog, Credibility, Credibility, Guest Behavior, Hashtag, Image, Infographics, Podcast, Social Media, Video, Webinar

a full collinearity test was performed to ensure that CMB did not contaminate the data. The results showed that CMB was not a threat for the collected data as the values of the outer Variance Inflation Factor ($1.152 \leq VIF \leq 2.45x$). All values in the above table are within the average which means that in order to ensure that the respondents' responses are not biased that is according to (Johnston et al., 2007) VIF guideline, VIF between **1 and 5** is considered **acceptable**.

There are some variables (Blog,Hastag,Infographics,podcast,social media,video and webinar) have the average instead of putting more statements.

The study also conducted Harman's single-factor test, which involves an unrotated exploratory factor analysis (Podsakoff et al., 2003). The results (see Table 4, AVE values) indicate that no single factor accounts for a majority of the variance, suggesting that CMB is not a significant issue. This confirms the absence of significant bias.

Reliability and construct validity

Table (3): Reliability and construct validity

Awareness, Blog, Credibility, Credibility, Guest Behavior, Hashtag, Image, Infographics, Podcast, Social Media, Video, Webinar

	Loadings	T statistics
Hotel brand awareness affects my behavior toward the hotel service.	0.848	32.212
I take into my consideration the brand awareness before booking in the hotel.	0.809	21.577
BLG AV	0.812	31.436
I believe in content marketing of the hotel.	0.832	40.015
Content Marketing is convincing.	0.774	20.788
Hotels' videos and blogs are believable.	0.702	12.659
If the hotel has credibility I will book in the hotel.	0.74	18.717
My loyalty to a hotel affects my behavior toward the hotel service.	0.823	26.799
I changed my behavior toward a product after watching video from the seller.	0.828	26.806
HASH AV	0.82	29.896
Hotel brand image affects my behavior toward the hotel services.	0.875	37.572
I compare between hotels' image before booking in one of them.	0.77	14.964
INF AV	0.798	32.005
POD AV	0.788	29.333
SM AV	0.819	39.707
VID AV	0.808	34.941
WEB AV	0.787	28.465

- Values of Factor loadings should be more than 0.7 and all the values of the above table is more than 0.7 which means that it is within the average.
- As T-Statistics to be more than 1.96 which is already applicable then the values are supporting. As t-statistic with an absolute value larger than 1.96 would be considered statistically significant. (Mohamed, 2023).
- P value is less 0.001.

Table (4):

Reliability

Construct	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Brand awareness	0.545	0.549	0.687
Guest behavior	0.533	0.533	0.682
Content marketing	0.91	0.915	0.647
Credibility	0.761	0.77	0.583
Brand Image	0.535	0.561	0.679

The alpha values varied from a value of 0.533 the lowest to a value of 0.91 the highest. They are within the acceptable range for consistency of the test. As Alpha can take values from zero to one. Values between 0.5 and 0.7 are acceptable with values between 0.7 and 0.9 considered the best indicators of the internal stability of a tool (Hansjosten, 2015).Values between 0.5 and 0.75 indicate moderate reliability, values between 0.75 and 0.9 indicate good reliability, and values greater than 0.90 indicate excellent reliability. (Portney & Watkins, 2000),the ideal Composite Reliability should be 0.7 however the range of 0.5 to 0.7 for Composite Reliability (CR) as being acceptable which is supported by (Hairet al ., 2017) and (Fornell & Larcker, 1981) .Those items who has low values because of there are some statements are similar to each other and measure dimensions which close to each other

Table (5):

Discriminant validity (Fornell Larker)

	Awareness	Behavior	Content	Credibility	Image
Brand awareness	**0.829**				
Guest behavior	0.539	**0.826**			
Content marketing	0.66	0.58	**0.805**		
Credibility	0.562	0.552	0.678	**0.764**	
Brand Image	0.518	0.545	0.573	0.535	**0.824**

The Fronell-Larcker criterion is one of the most popular techniques used to check the discriminant validity of measurements models. According to this criterion, the square root of the average variance extracted by a construct must be greater than the correlation between the construct and any other construct. Once this condition is satisfied, discriminant validity is established (Analysis Inn, 2020). that can be clear in the above table as Brand awareness with brand awareness value is 0.829, guest behavior is 0.826, content marketing is 0.805, credibility 0.764 and brand image is 0.824.
The HTMT test has also been employed in other studies to assess discrimination validity and should remain below 0.90. The discrimination validity was successfully ensured as all values were below 0.9. (Malhotra et al., 2001).

5.3 Structural model

5.3.1 Path coefficient (beta, t-value and p-value)

Table (6):

H#	Paths	Beta	T statistics	P values	Result
H1	Content -> Awareness	0.66	17.258	0.001	Accepted
H2	Content -> Behavior	0.196	2.877	0.004	Accepted
H3	Content -> Credibility	0.678	14.766	0.001	Accepted
H4	Content -> Image	0.573	10.609	0.001	Accepted
H5	Awareness -> Behavior	0.178	2.894	0.004	Accepted
H6	Credibility -> Behavior	0.191	2.419	0.016	Accepted
H7	Image -> Behavior	0.239	4.045	0.001	Accepted

The results in table 6 showed that showed The Content has a statistically significant direct impact on Brand Awareness as Content Marketing and Brand Awareness: Beta = 0.66, t-statistic = 17.258 Since 17.258 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Content and Awareness, Content Marketing and Guest Behavior: Beta = 0.196, t-statistic = 2.877 Since 2.877 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Content and Behavior. Content Marketing and Credibility: Beta = 0.678, t-statistic = 14.766Since 14.766 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Content and Credibility. Content Marketing and Brand image: Beta = 0.573, t-statistic = 10.609Since 10.609 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Content and Image. Brand Awareness and Guest Behavior: Beta = 0.178, t-statistic = 2.894Since 2.894 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Awareness and Behavior. Credibility → Behavior: Beta = 0.191, t-statistic = 2.419 Since 2.419 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Credibility and Behavior. Image → Behavior: Beta = 0.239, t-statistic = 4.045 Since 4.045 > 1.96, the null hypothesis is rejected. This suggests a significant relationship between Image and Behavior.

While the t-statistics are significant, consider also evaluating the strength of the relationships using the Beta coefficients. Larger Beta values represent stronger relationships.

The relationship between Content and Credibility has the highest Beta value (0.678), indicating a stronger relationship than others.

The relationships with lower Beta values (such as Content → Behavior with Beta = 0.196) are still significant.

Thus, we reject the null hypothesis for all paths, meaning there is strong evidence to support the hypotheses that there are significant relationships between the variables.

Measure of Effect Size (F^2)

Following Cohen's (2013) guidelines for the F^2 values, effect of Content Marketing on Guest Brand Awareness (f² = 0.772), which is much greater than 0.15, this is a large effect, indicating that Content Marketing has a strong influence on Guest Brand Awareness. Effect of Content Marketing on Credibility (f² = 0.851) which is also greater than 0.15, this is a large effect, indicating that Content Marketing has a strong influence on Credibility. Effect of Content Marketing on Guest Image (f² = 0.49), which is greater than 0.15, this is a large effect, indicating that Content Marketing has a strong influence on Guest Image. Effect of Content Marketing on Guest Behavior (f² = 0.28) which is greater than 0.15, this is a medium to large effect, indicating that Content Marketing has a moderate to strong influence on Guest Behavior. Effect of Guest Brand Awareness on Guest Behavior (f² = 0.03) which is between 0.02 and 0.15, this is a small effect, indicating that Guest Brand Awareness has a weak influence on Guest Behavior. Effect of Credibility on Guest Behavior (f² = 0.032), which is between 0.02 and 0.15, This is a small effect, indicating that Credibility has a weak influence on Guest Behavior. Effect of Guest Image on Guest Behavior (f² = 0.062), which is between 0.02 and 0.15, this is a small effect, indicating that Guest Image has a weak influence on Guest Behavior.

Table (7): Summary of Interpretations Based on Cohen's f² Guidelines

Relationship	f² Value	Effect Size Interpretation
Content Marketing → Guest Brand Awareness	0.772	0.772 Large effect
Content Marketing → Credibility	0.851	0.851 Large effect
Content Marketing → Guest Image	0.49	0.49 Large effect
Content Marketing → Guest Behavior	0.28	0.28 Medium to large effect
Guest Brand Awareness → Guest Behavior	0.03	0.03 Small effect
Credibility → Guest Behavior	0.032	0.032 Small effect
Guest Image → Guest Behavior	0.062	0.062 Small effect

These effect sizes provide further support for the hypotheses, showing strong relationships between Content Marketing and the variables like Guest Brand Awareness, Credibility, and Guest Image, while the influence on Guest Behavior is weaker but still significant.

Table (8): R-Squared

|	R-square
Awareness	0.436
Behavior	0.445
Credibility	0.46
Image	0.329

As depicted in Table (9) shows the discussion of the research, there is a significant effect of content marketing on Guest Brand Awareness by 43.6%, The hypothesis is supported—Content Marketing has a meaningful and significant impact on Guest Brand Awareness., Behavior 45.5%, then the hypothesis is supported Content Marketing has a meaningful effect on Guest Behavior Credibility 46%, the hypothesis is supported—Content Marketing has a significant and strong effect on Credibility. And image 32.9% The hypothesis is still supported. Based on the R² values: All of the hypotheses are supported, as Content Marketing explains a significant portion of the variance in Guest Brand Awareness, Guest Behavior, Credibility, and Guest Image. While the effect on Guest Image is slightly weaker ($R^2 = 32.9\%$), it still suggests a moderate effect, and the remaining hypotheses (for Guest Brand Awareness, Guest Behavior, and Credibility) show moderate to strong effects.

In conclusion, Content Marketing has a meaningful and significant impact on all the dependent variables,

Conclusion Summary

Based on the combination of R^2 values, Beta coefficients, and f^2 values:

Strong support for the hypothesis that Content Marketing significantly influences Guest Brand Awareness, Credibility, and Guest Image (with strong and large effects indicated by both Beta and f^2),Moderate support for the hypothesis that Content Marketing Influences Guest Behavior (although the effect size is weaker compared to the other relationships),These results suggest that Content Marketing has a significant impact on Guest Brand Awareness, Credibility, and Guest Image, while its effect on Guest Behavior is still notable but not as strong
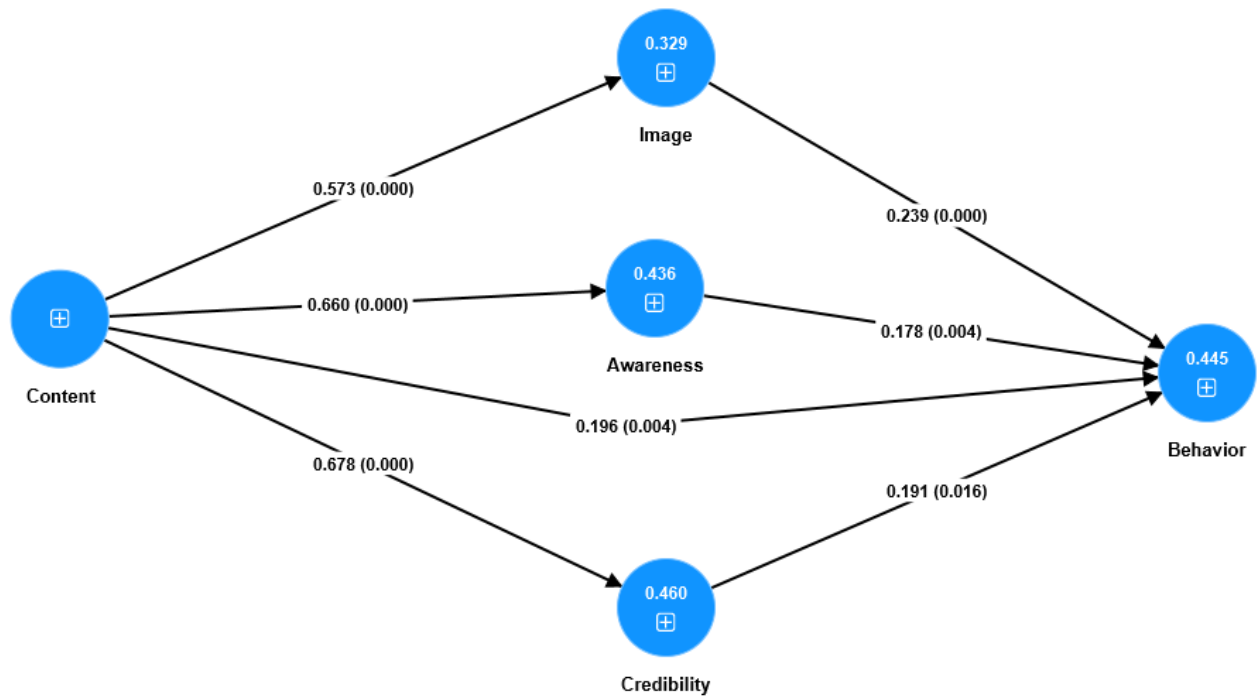
Figure. 4: The tested model which shows how the content marketing can affect the guest behavior in the hotels.

The previous figure (figure No.4) which was concluded from the previous data and statistics. So, by this model the hotels can find the impact of content marketing on the guest brand awareness, Guest Brand image, credibility then the guest behavior which leads to more revenue generation.

5. Discussion and Summary

This chapter is designed to find out the conclusion of the study. The aim of the study to find out how the content marketing can affect the guest behavior in the hotels. The summary of the study is drawn based on the result of the study. Recommendation will be also made for hotels managements which is represented by hotels marketers. As it is clear either from the results or the previous studies that content marketing considers very important to affect the guest behavior either directly or by generating brand awareness or guest image which affect the guest behavioral intention. Content marketing has become very important for the hotel's management. As of now most of the hotels use digital marketing for their marketing campaigns. Nowadays social media is very important and has a great effect, more than any time before. The findings show the relationship between content marketing and band awareness which met CMI (2015) That the content marketing goal of their organization is "**brand awareness,** Also the relationship between the content marketing and Guest Brand image which agreed with Smolkova (2018). Relationship between the brand

awareness and guest behavior as the brand awareness has a strong effect on guest behavior that agreed with oden L (2013). The study provides several findings that can be used to explain the impact of content marketing on guests' behavior in the hotels.

5.1 Study Recommendations

Hotels Marketers:

- **Data and Analytics Tools:** Provide access to analytics tools to help the marketing department to measure the effectiveness of their content marketing efforts. This could include guest engagement, booking conversions, and return on investment (ROI) of content campaigns.
- **Promote the Benefits of Content Marketing and Achieving the Departmental Goal**

Highlight ROI: Demonstrate the ROI (Return on investment) of content marketing through research, statistics, and hotel reports, showing how content marketing leads to increased bookings, repeat visits, and higher customer satisfaction

- **Special Packages and Offers:** Content marketing can be used to promote seasonal deals, special packages, or exclusive offers that are time-sensitive. This urgency can drive quick bookings.
- **U**ser-Generated Content: Encourage guests to share their experiences on social media with branded hashtags or through reviews. Sharing guest photos or posts creates a sense of community, making future guests feel like they are becoming part of a larger experience
- **Problem-Solving Blog Posts:** For example, if a guest is unsure about traveling during peak season, content about the hotel's amenities during crowded periods (e.g., private spaces, relaxation zones) can help reduce anxiety and push them toward booking (Behavioral intention).
- **Content Performance Metrics:** Track the performance of content marketing efforts (like blog visits, engagement rates, and conversion rates). Understanding which content drives the most bookings can help the hotel refine its strategy.
- **High-Quality Photography and Videos:** Showcase the hotel's amenities, rooms, dining, and experiences. Beautiful images of rooms, scenic views, or in-house restaurants entice guests and affect their intention to book by highlighting the visual appeal.
- **Highlighting The Competitive advantage**

Stay Ahead of Competitors**:** Encourage marketers to use content marketing as a way to differentiate the hotel from competitors. By creating authentic, high-quality content that speaks directly to potential guests' needs and desires, marketers can position their hotel as the top choice for travelers.

Recognition and Rewards: Recognize and reward marketers who excel at content marketing. This could include bonuses, public acknowledgment, or career advancement opportunities based on the effectiveness of their content strategies.

- **Study Contributions**

The study contributes to the general understanding of how content marketing can affect the guest behavior in the hotels. Furthermore, it makes recommendations to improve marketer's performance in the hotels which lead at last to understand guest behavior and achieve hotel revenue.

6. Limitation and Future Research Suggestions.

The study adopted a comprehensive survey that was conducted in some hotels in Egypt for guests from different destinations however the researcher could not have the maximum number of guests, there were not sufficient references which covered the topic in hotels sector and there was limitations related to using the content marketing for different reasons such as knowledge and cost from the marketers perspective Although the survey covered lots of important parts however, the researcher found that these topic code be limitless and always being updated, hence more and more points could be covered in the future researches. Focusing on Video and Hashtag can be more beneficial when the researcher talks about guest behavior and achieving hotel revenue. Further research could investigate a model to find out the use of hashtag and videos and its impact on hotels revenue, explore how content marketing affects different customer segments as It's possible that content marketing influences certain customer more than others, explore how the brand loyalty can affect the level of awareness, going in details if content marketing can contribute on target market and the market share also as The above study is limited to hotels, future research can be included HORECA Hotels, Restaurants, and Cafes to get more detailed results about the subject.
Measurement of Guest Behavior: Future research could explore different metrics for measuring guest behavior intentions, such as purchase intentions, brand loyalty, or engagement levels. This would provide a more nuanced understanding of how content marketing influences different aspects of consumer decision-making.

The above study includes the popular social media and by times it changes and new applications started to take more advanced places such as Tiktok. Integrated Marketing Communication (IMC): Investigate how content marketing works alongside other marketing strategies (e.g., paid advertising, email marketing, SEO, influencer marketing) to influence customer behavior. Content marketing may have a stronger impact when integrated with other marketing tactics.

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تأثير تسويق المحتوي على النوايا السلوكية للنزلاء

الملخص

تتطور أدوات التسويق اليوم تتطور بشكل سريع؛ بفضل التسويق، يمكن تنفيذ جميع الأنشطة بوعي أكبر، بما في ذلك تسويق المحتوى. في الوقت الحالي، تستخدم الأنشطة التسويقية المختلفة التكنولوجيا في تطويرها، سواء كانت قطاعات صغيرة أو كبيرة. مع التطور السريع لأدوات التسويق، لم يعد التسويق مهمة صعبة. يعد استخدام تسويق المحتوى جزءًا من التسويق الرقمي. تصاحب التطورات التكنولوجية السريعة تغيرات في سلوك المستهلك. في عصر الأدوات الحديثة، نادراً ما يشتري المستهلكون احتياجاتهم بالطريقة التقليدية. لذا يهدف هذا البحث إلى معرفة أثر التسويق بالمحتوى على النوايا السلوكية للضيوف في الفنادق. إن دراسة هذه البيانات أولاً ثم الانتقال إلى الأجزاء النوعية المتبقية من البيانات أصبحت متاحة من خلال المنهجيات الكمية. تعتبر أساليب التحليل الكمي فعالة بشكل خاص عندما يتم جمع البيانات النوعية بطريقة منظمة، حيث قام الباحث بتوزيع الاستبانات باللغتين العربية والإنجليزية على نزلاء الفنادق في القاهرة والغردقة وشرم الشيخ في مصر. الضيوف المستهدفين من مختلف الجنسيات والأعمار. تم توزيع 314 استبيان الكتروني، وتم استخدام برنامج PLS لتحليل البيانات. أظهرت نتائج هذا البحث أن هناك تأثيراً معنوياً لتسويق المحتوى على وعي الضيوف .

الكلمات المفتاحية:

تسويق المحتوي ،مدونة، هاشتاج، وعي النزيل ،سلوك النزيل ،الصورة الذهنية للنزيل