The Nexus Between Digital Content Marketing Consumption and Customer Purchase Decision: An Empirical Study on FMCG Industry Consumers in Egypt

(Research Paper Summarizing the Master's Thesis)

Submitted by

Nada Mohamed Abdel Shafy

Master's Student at Arab Academy for Science, Technology and Maritime Transport

Under the Supervision of

Prof. Dr. Wael Kortam

Professor of Marketing & Director of

Advanced Marketing Research Center (AMRC)

British University in Egypt

Abstract

The rapid expansion of digital content marketing (DCM) and its profound implications have significantly influenced customer purchasing behavior. This growth has prompted Egyptian businesses, particularly in the Fast-Moving Consumer Goods (FMCG) sector, to prioritize the practice and implementation of digital content consumption among Egyptian consumers. This academic work investigates the relationship

between digital content marketing consumption and customer purchase decisions, with empirical focus on the FMCG industry in Egypt. The research employ both qualitative exploratory research through online interviews with Egyptian consumers (n = 47) from different Egyptian governorates and real example for Egyptian FMCG company **"Breadfast"** and Quantitative method using online questionnaire, the data was collected from 411 Egyptian respondents from 23 Egyptian governorates. The study employed Pearson correlation and Regression analysis to investigate the relation and influence for both independent and dependent factors. The findings revealed that digital content marketing consumption had significant and positive relation and influence on customer purchase decision of FMCG products. These findings underscore the impact of any moderating or mediating factor between digital content marketing consumption and customer purchase decision. The study contributes to the growing body of literature and provides practical insights for marketers seeking to optimize their content strategies.

Keywords: Digital Content Marketing Consumption, Customer Purchase Decision, Egyptian FMCG Products, Digital Content Formats, Digital Content Consumption Patterns

التوسع السريع لتسويق المحتوى الرقمي (DCM) وتداعياته العميقة أثر بشكل كبير على سلوكيات الشراء لدى العملاء. وقد دفع هذا النمو الشركات المصرية، وخاصة في قطاع السلع سريعة الاستهلاك (FMCG)، إلى إعطاء أولوية لممارسة

وتنفيذ استهلاك المحتوى الرقمي بين المستهلكين المصريين. تبحث هذه الدراسة الأكاديمية العلاقة بين استهلاك تسويق المحتوى الرقمي وقرارات شراء العملاء، مع تركيز تجريبي على صناعة السلع سريعة الاستهلاك في مصر. استخدم البحث منهجية مختلطة تشمل البحث الاستكشافي النوعي من خلال مقابلات عبر الإنترنت مع مستهلكين مصريين (n = ٤٧) من محافظات مصرية مختلفة، بالإضافة إلى دراسة حالة واقعية لشركة مصرية في قطاع السلع سريعة الاستهلاك وهي شركة "Breadfast". كما تم استخدام منهج كمي من خلال استبيان عبر الإنترنت، حيث تم جمع البيانات من ٤١١ مستجيبًا مصريًا من ٢٣ محافظة مصرية. استخدمت الدراسة تحليل الارتباط لبيرسون وتحليل الانحدار لفحص العلاقة والتأثير بين العوامل المستقلة والتابعة. كشفت النتائج أن استهلاك تسويق المحتوى الرقمي له علاقة وتأثير إيجابي كبير على قرارات شراء العملاء لمنتجات السلع سريعة الاستهلاك. تتمثل القيود الرئيسية للدراسة بأنها لم تشمل أي تأثير لعوامل وسيطة أو منسقة في العلاقة بين استهلاك تسويق المحتوى الرقمي وقرارات الشراء. تساهم هذه الدراسة في إثراء الأدبيات الأكاديمية وتقدم رؤى عملية للعلامات التجارية التي تسعى إلى تحسين استراتيجياتها التسويقية الرقمية.

الكلمات المُفتاحية: استهلاك المحتوى التسويقي الإلكتروني، قرار الشراء، المتجات سريعة الاستهلاك المصرية، أنواع المحتوى الإلكتروني ، أنماط استهلاك المحتوى الإلكتروني

Introduction

By employing digital marketing strategies and leveraging digital channels, businesses can establish more meaningful connections with their target audience, ensuring the effective communication of their offers and marketing campaigns. These

modern and relevant tools enable businesses to positively influence customer purchase decisions, enhancing their ability to engage and persuade consumers in a competitive marketplace (Bukhowa et al., 2024; Kotler et al., 2021). Digital initiatives are essential at every stage of the consumer journey, as individuals who actively follow brands online become more curious, critical, and demanding of attention, creating an interactive dynamic that complicates marketing efforts and requires companies to continually evolve, prioritize digital strategies, and respond to consumer feedback (Keke, 2022). This shift is further driven by the motivations behind content sharing on digital media, which, as Berger (2016) and Weiger et al. (2019) highlight, are often rooted in the desire to shape perceptions, with emotional connection and the public utility of content serving as key drivers of engagement.

However, the surge in digital content consumption, with the global average user spending over 40% of their waking hours online, has raised significant environmental concerns, particularly regarding energy use in data centers, user devices, and network components. Studies, such as those by Istrate et al. (2024), have identified large-scale activities like video streaming, social media use, and video conferencing as major contributors to environmental impacts, including greenhouse gas emissions, freshwater eutrophication, and particulate matter formation. The previous literature extensively examines the stages of digital

customer purchase decisions, which generally encompass information gathering, evaluating alternatives, purchasing, and post-purchase behavior, with digital content playing a pivotal role in influencing these stages (Dennis et al., 2009; D. Kumar, 2015; Lombart et al., 2020; Gbadamosi, 2024). Numerous studies emphasize that digital content equips consumers with valuable information, facilitating informed decision-making and driving purchase outcomes. Additionally, brands that produce meaningful, non-sales-driven content, as highlighted by Wall and Spinuzzi (2018), are more effective in fostering customer engagement, credibility, and trust, ultimately leading to higher conversion rates.

Despite the growing body of literature on digital marketing, significant research gaps persist in understanding the precise relationship between digital content consumption and customer purchase decisions. While studies have extensively explored areas such as digital advertising effectiveness and social media engagement (Berger & Milkman, 2012; Verhoef et al., 2015), the direct influence of specific forms of digital content—such as user-generated content, online reviews, and interactive media—on consumer decision-making remains underexplored (Güngör & Çadırcı, 2022). Additionally, the interchangeable use of terms like content marketing and social media marketing has created confusion, hindering theoretical development and necessitating clearer delineation of these concepts to advance

content marketing as a distinct sub-field (Terho et al., 2022; Chan et al., 2023; J. Li et al., 2024; Nikulina et al., 2024).

Additionally, the existing research lacks a focus on specific industries, particularly in underrepresented regions such as Africa and South America, with sectors like education and finance receiving limited attention. Industry-specific studies are needed to understand how digital content consumption influences consumer behavior in these fields (Rasool et al., 2020; Du Plessis, 2022; Güngör & Çadırcı, 2022; Terho et al., 2022; J. Li et al., 2024; Nikulina et al., 2024). Lastly, there is a notable gap in qualitative research examining how consumers experience and respond to digital brand content, highlighting the need for deeper insights into consumer perceptions and interactions (Rancati & Gordini, 2015; Rasool et al., 2020; Du Plessis, 2022; C. Gu & Duan, 2024; Güngör & Çadırcı, 2022; J. Li et al., 2024; Nikulina et al., 2024).

Literature Review

A growing number of people now favor accessing media content whenever they choose, rather than following scheduled broadcasts, and digital platforms like streaming services have successfully catered to this demand (A. M. Alzubi, 2022). In recent years, the media industry has experienced a major shift driven by the emergence of digital media platforms (Zamith & Westlund, 2022). The consumption of digital media is shaped by several factors, such as generational differences in media

consumption patterns and the availability of digital technologies (Dubois & Blank, 2018; Weinberg, 2023). The growth of digital media has notably changed how people access digital information. Baroutsis et al. (2021) note that internet use for news has risen steadily in recent years, especially among younger audiences.

The shift from firm-centric selling to customer-centric has led to the rise of digital content marketing (DCM). Gartner (2020) highlights that online buyers are increasingly overwhelmed by the vast amount of information they encounter while navigating complex purchasing decisions within buying units that involve multiple decision-makers. To fully leverage DCM, suppliers must adopt a customer-centric approach, delivering tailored, valuable content to each member of the buying unit (Holliman & Rowley, 2014; Järvinen & Taiminen, 2015; Yaghtin et al., 2021).

2.1 Digital Content Marketing Consumption

Hollebeek and Macky (2019) and Taiminen and Ranaweera (2019) describe digital content marketing (DCM) as the process of creating and sharing valuable, brand-related content on digital platforms aimed at fostering positive brand engagement, building trust, and strengthening relationships with current or potential customers. Conversely, Vieira et al. (2019) define DCM as digital inbound marketing, which emphasizes

content creation and investment in organic strategies focused on interactivity and engagement to enhance organic search visibility.

Digital content consumption has become a fundamental element of marketing, with brands increasingly shifting toward content marketing strategies to engage consumers. The literature highlights that digital content, including blog posts, infographics, multimedia, and social media posts, plays a crucial role in fostering brand engagement and trust. This is supported by findings from Hollebeek and Macky (2019), who argue that engaging content on various digital platforms leads to long-term brand benefits such as loyalty and trust-building. Content marketing is designed to attract consumers and encourage them to engage with content rather than simply consume it passively. Weiger et al. (2019) reinforce this by emphasizing the importance of creating content that resonates with users' intrinsic motivations to share and engage with brand content.

However, despite the growing body of work, the field remains fragmented. Du Plessis (2022) criticizes the inconsistent terminologies used in the literature, where "content marketing" and "social media marketing" are often conflated, leading to confusion about how content consumption drives behavioral changes. This inconsistency highlights the need for more precise definitions and focused research on content consumption as a standalone factor in digital marketing.

Content marketing is a relatively young yet rapidly evolving field, characterized by varying definitions and perspectives from both scholars and practitioners. It is frequently referred to by other names such as branded content marketing, digital content marketing, or social media content marketing (Holliman & Rowley, 2014; Bakar et al., 2017; Lou & Xie, 2020). Early academic studies in this area focused on identifying the unique features and strategies of content marketing, while also seeking to place it within the broader frameworks of marketing communication or branding, whether in business-to-consumer (B2C) or business-to-business (B2B) contexts (Pulizzi, 2012; Holliman & Rowley, 2014). Nonetheless, due to the wide array of perspectives, much of the initial research created confusion rather than providing clarity on the definition of content marketing (Ho et al., 2020).

Due to high competition and the limited time available for displaying advertisements, companies must maximize the effectiveness of their messages to convert ads into revenue (G. Kim & Moon, 2020). Each webpage visit exposes consumers to multiple content, generating a variety of emotional responses (Rhuggenaath et al., 2019). The frequency of content exposure is critical, as increased exposure often leads to a decline in click-through rates. Consumers who show no initial interest in the product may remain disinterested, and prolonged exposure can lead to boredom and ad fatigue (Försch & De Haan, 2018).

Digital content is now a fundamental aspect of daily life, encompassing everything from the texts we read online to the videos we watch. As the digital content ecosystem continues to expand and evolve, it becomes crucial to comprehend the factors influencing both content consumption and creation, as well as their effects on users, creators, and the broader industry (X. Ma, 2023). The factors influencing the consumption of digital content as demonstrated by the previous scholarly work Berger and Milkman (2012), Rancati and Gordini (2015), X. Ma (2023), Srivastava et al. (2023), J. Li et al. (2024), Nikulina et al. (2024), and Wylie (2024), are digital content formats and content consumption patterns.

In research conducted by A. Alzubi (2023), the scholar research demonstrates that if the consumer is the brand's main focus, digital marketing serves as an effective strategy. Through digital media, companies can customize their content for specific demographics, such as age, location, interests, and household income. This enhances the effectiveness of marketing campaigns targeted at particular groups. This highlights the role of targeted marketing through customizing digital content formulation and publication to cope with different demographics. A digital marketing agency experienced a 744% increase in organic traffic within just 12 months after it started customizing its content for a specific demographic.

Content serves as the medium of exchange between creators and users within the creator economy. In the absence of content, users have limited motivation to engage with creators or participate in their online communities (Hudders et al., 2020). Järvinen and Taiminen (2015) emphasized that producing high-quality content is a continuous learning process, requiring constant assessment of content that engages the target audience. The design of the content should prioritize addressing customer needs. A fundamental aspect of high-quality content is its ability to provide value to customers, rather than simply promoting a company's products or services. Effective content focuses on helping customers solve their problems and offering guidance on areas where they may seek clarity, rather than concentrating on product promotion.

On one hand, digital content formats are demonstrated in the literature as textual, image, audio, video and interactive contents through their influence on customer engagement which in return influence customer purchase decision (Lim & Childs, 2020; Tafesse, 2020; Mulier et al., 2021; Zhao et al., 2022; Chan et al., 2023; X. Ma, 2023; Wylie, 2024). On the other hand, content consumption patterns are demonstrated in the previous scholarly work as content creator characteristics and content publishing frequency actively influence customer engagement which in return influence customer purchase decision (Järvinen & Taiminen, 2015; Rancati & Gordini, 2015; Bird et al., 2019;

Hudders et al., 2020; Bhargava, 2022; Florida, 2022; A. Alzubi, 2023; Chae et al., 2024; Qian & Jain, 2024).

H1: Digital content formats textual, image, audio, video and interactive contents have a significant influence and relation with customer purchase decision

H2: Digital content consumption patterns as content creator characteristics and content publishing frequency have a significant influence and relation with customer purchase decision

H3: Digital content marketing consumption has a significant influence and relation with customer purchase decision

2.2 Digital content formats

Many content platforms depend on users to both consume and generate content, such as reading Tweets on X-platform, watching YouTube videos, and engaging in live sessions on TikTok. Therefore, it is vital for these platforms to implement effective content monetization strategies to enhance revenue from the consumption side, while also creating incentive mechanisms to encourage the production of high-quality content. These approaches must be grounded in a comprehensive understanding of the motivations driving content consumption and the incentives and motives behind content creation (X. Ma, 2023).

Digital content formats encompass a wide range of information and media resources stored and distributed in digital formats. This includes textual content such as blog posts, news articles, and e-books; visual content like digital photographs, illustrations, and charts; audio media such as music, podcasts, and radio programs; video content including movies, TV shows, and YouTube videos; and interactive media such as video games, virtual reality experiences, and online interactive platforms (Berger & Milkman, 2012).

Hayes (2018), Hlee et al. (2019), Koh et al. (2020), Bigne et al. (2021) and Wei et al. (2022) studies highlight the emphasis on Visual Content through the shift from text-based to visual content formats as a significant trend in digital marketing. Visual elements images, videos, and interactive formats are considered more engaging due to their ability to convey information quickly and vividly, as supported by the "picture superiority effect" and "mere presence effect." This shift reflects a strong theoretical grounding in consumer behavior, where visual stimuli are more effective in triggering emotional and behavioral responses. However, the focus on visual content may overlook the potential benefits of combining various formats, like integrating text with visuals, to create a more comprehensive marketing strategy.

2.2.1 Textual Content

Textual content is a form of digital content primarily composed of written language in various formats. Common examples include articles, e-books, social media posts, emails, and online reviews. This type of content is highly versatile and plays a crucial role across multiple domains, including education, marketing, communication, and entertainment, serving diverse purposes and audiences (X. Ma, 2023). Creating high-quality written content requires skill in developing compelling headlines, organizing the content for optimal readability, and utilizing SEO strategies to enhance the content's visibility in search engine results (Ian, 2023).

Numerous businesses have begun actively engaging with consumers on digital media platforms, responding to user-generated content, and providing feedback through company representatives. User-Generated Content (UGC) plays a central role in understanding customer behavior, particularly through online reviews. These reviews, often a combination of numerical ratings and detailed textual comments, provide rich insights into customer satisfaction and preferences (Hanson et al., 2018; Zhang et al., 2021).

Previous research has thoroughly examined the impact of textual content on customer engagement across digital media platforms. Hence, their work proposed that brand-related textual

content has a positive correlation with customer engagement (L. Ma et al., 2015; Yang et al., 2019; Diaz et al., 2020; Rietveld et al., 2020).

H1a: Textual Content has a significant influence and relation with customer purchase decision

2.2.2 Image Content

Visual content, commonly referred to as image content, encompasses digital materials made up of visual components such as photographs, illustrations, graphics, and infographics. These visuals can either stand alone or be combined with other types of content, like text, to deliver a rich, multimedia experience. In the digital media landscape, visual content is essential for conveying information, evoking emotional responses, and entertaining audiences. As visual communication continues to grow in importance, the need for high-quality image content becomes increasingly critical for businesses and content creators aiming to effectively engage with their audience (X. Ma, 2023). Visual content, such as images and infographics, has the power to immediately engage an audience, often conveying information more effectively than text alone, as visuals can convey complex ideas more effectively than single words (Ian, 2023).

Furthermore, other scholars highlight how marketers increasingly use storytelling through visuals to captivate

audiences and convey brand messages. This perspective aligns well with exploring how digital content using images and videos can shape customers' perceptions and ultimately affect their purchasing behavior. This explains the shift from text-centric to image-centric content consumption in the digital age and how it influences consumers' emotional engagement and decision-making (Phillips & McQuarrie, 2010; E. Kim et al., 2017; Van Laer et al., 2018).

Wylie (2024) and Haan (2024) demonstrate the direct impact of visual content on boosting consumer engagement, brand awareness, and sales conversion rates. Visual content marketing offers several key benefits. First, it significantly enhances brand awareness, with 95% of marketers reporting that video marketing improves visibility. It also leads to higher engagement, as social posts with images see a 650% increase in interaction, while 87% of marketers confirm that videos help reduce website bounce rates. Additionally, information retention is greatly improved when visuals are involved, with people remembering 65% of the information if accompanied by images, compared to only 10% without them. Visuals also promote content shareability, contributing to better SEO and higher search engine rankings. Finally, conversion rates benefit directly from high-quality visuals, with 67% of consumers stating that product image quality is crucial in their purchasing decisions. These

advantages highlight the significant role visual content plays in driving marketing success.

Finally, in comparison to textual content, consumers tend to be less familiar with visual content due to their limited exposure and experience with image-based marketing. Consequently, visual content has the potential to be more impactful in eliciting emotional and behavioral responses from consumers. Richer images, which convey more information, are more likely to stimulate arousal and engagement among consumers (Zhao et al., 2022).

H1b: Image content has a significant influence and relation with customer purchase decision

2.2.3 Audio Content

Audio content refers to digital material composed primarily of sound recordings, including music, podcasts, radio programs, and audiobooks. With the rise of streaming platforms and the widespread use of smart speakers and voice assistants, audio content has experienced significant growth in popularity. This trend underscores the increasing importance of audio-based formats in digital media and content consumption. Audio content offers a distinct and engaging method for individuals and organizations to connect with their audiences. As audio content gains popularity, content creators are increasingly adopting it as a

tool to engage listeners and enhance their brand presence (X. Ma, 2023).

With the emergence of new digital platforms, a distinct category of goods entirely digital in nature came into existence. These goods became integral to consumption patterns, as digital consumers engaged with possessions such as social media accounts, games, music, videos, and avatars. In this context, particular attention has been given to digital music consumption behaviors and the psychological ownership of digital possessions, which have been extensively studied (Butcher et al., 2017; Datta et al., 2017; Mahmood & Sismeiro, 2017; Mu et al., 2018).

The origin of auditory perception lies deep within the brainstem, demonstrating that sound can profoundly affect both our physical and psychological states. A single auditory cue has the potential to elevate heart rate, induce sweating, evoke joyful memories, or even prompt emotional responses such as tears. Although brands may be inclined to disregard audio as a medium due to its frequent consumption during multitasking, this characteristic actually enhances its value. Audio uniquely captivates our attention in an immersive manner. Whether it is a podcast enjoyed during a commute or the familiar "ta-dum" sound of Netflix after a long day, consumers incorporate audio into their daily experiences. Consequently, brands that invest in this medium also travel alongside consumers on their journeys.

Metrics related to attention, recall, and brand selection did not display significant differences among traditional radio, streaming audio, and podcasting; however, all these formats surpassed the effectiveness of video advertisements. Furthermore, audio's superior performance extends well beyond initial brand awareness. According to Nielsen's Commspoint Influence, audio as a medium excels across the entire marketing funnel, influencing45% of listeners to make a purchase. (Bryce, 2023)

H1c: Audio content has a significant influence and relation with customer purchase decision

2.2.4 Video Content

Video content, comprising both visual images and audio, has become an increasingly popular medium for communication, entertainment, and education. Its visually engaging format allows individuals and organizations to effectively connect with their audiences. As video continues to gain popularity, content creators are leveraging it more frequently as a means to interact with their viewers and strengthen their brand presence. Although creating video content demands creativity, skill, and resources, it serves as a powerful tool for storytelling and conveying messages (X. Ma, 2023).

Recent video marketing research highlights that online video consumption significantly contributes to economic growth. Mulier et al. (2021) demonstrated that mobile vertical video advertising enhances consumer interest and engagement more

effectively than horizontal formats. Additionally, optimizing video title content, emotional intensity, descriptions, and tag volume influences consumer viewing behaviors (Tafesse, 2020). Short videos are also proven to be valuable tools for promoting movies and other digital content (Liu et al., 2018), emphasizing the importance of studying short video content characteristics for visual marketing.

Chaves (2024) demonstrates that Video marketing has transformed how businesses connect with audiences through visual storytelling, driving engagement, brand recall, and conversions. Key statistics highlight its effectiveness: 91% of businesses use video, with 68% of non-users planning to adopt it by 2024. YouTube dominates the landscape, used by 90% of video marketers. Live-action videos, comprising 48% of content, offer authenticity. Notably, 90% of marketers report a good ROI from video marketing, and 87% credit video for increasing both lead generation and sales. Short videos, 30-60 seconds long, are highly effective due to viewer attention spans.

H1d: Video Content has a significant influence and relation with customer purchase decision

2.2.5 Interactive Content

Interactive content is a form of digital content that enables users to engage actively through various interactive features. This type of content offers a dynamic and engaging way for individuals and organizations to connect with their audiences.

Although creating interactive content demands considerable creativity and technical expertise, it can serve as a powerful medium for storytelling, education, and entertainment. As technology advances, the potential for interactive content will expand, offering innovative and exciting opportunities for user engagement with digital media (X. Ma, 2023).

Emerging technologies like Artificial Intelligence (AI), Big Data, Augmented Reality (AR), and the Internet of Things (IoT) are instrumental in transforming contemporary digital landscapes (V. Kumar et al., 2020). These advancements, together with various social networking platforms, have embedded themselves into the daily routines of consumers (Hollebeek et al., 2019; Montag & Elhai, 2019). Consequently, today's digitally inclined consumers are highly engaged in online interactions, dedicating substantial time to digital activities (Kaur et al., 2019). In response, marketers are prioritizing investments to offer seamless digital experiences and instantaneous, personalized solutions that deepen brand engagement (Islam et al., 2019).

The increasing accessibility of technology has prompted corporations to adopt gamification as an influential interactive marketing strategy (Eisingerich et al., 2019; Wolf et al., 2020). Major global corporations, including Starbucks, Amazon, and Expedia, have integrated gamification into their marketing approaches (Leclercq et al., 2017).

H1e: Interactive Content has a significant influence and relation with customer purchase decision

2.3 Digital Content Consumption Patterns

Bigne et al. (2021), Weng et al. (2021) and Wei et al. (2022) explore that Consumption patterns, including how frequently and in what context customers consume digital content, are crucial in shaping engagement. Recent research rightly points out that customers are exposed to vast amounts of content, leading to selective attention and quick processing. The configuration theory, which suggests that multiple factors interact to shape customer responses, provides valuable insight into the need for balance in content design. However, there is an emphasis for detailed exploration on how specific consumption patterns (e.g., mobile vs. desktop viewing, passive vs. active engagement) influence customer reactions to different content formats.

Online creators and influencers act as accelerators for the patterns of different digital content through their social role as media stars, tastemakers, and guides, steering their audiences toward products, brands, experiences, and media content. Traditional media companies may need to cultivate a symbiotic relationship with these creators and platforms, while also recognizing the competitive tension that exists in the battle for viewer attention and advertising revenue (Westcott et al., 2024). Falkowski-Gilski and Uhl (2020), Mann and Blumberg (2022), Shah et al. (2022), A. Alzubi (2023), Tafesse and Dayan (2023),

Chae et al. (2024), Qian and Jain (2024) and Westcott et al. (2024), show that Digital Content Consumption Patterns are determined by Content Publishing Frequency and Creator Characteristics.

2.3.1 Content Creator Characteristics

Content creators such as bloggers, writers, influencers, artists, photographers, gamers, podcasters, and streamers have become integral to contemporary digital platforms. These digitally skilled and creative individuals produce content based on their interests, hobbies, and experiences, distributing and monetizing it through digital platforms (Bhargava, 2022). Florida (2022) described content creators as individuals who utilize digital technology to produce and publish original creative content, spanning various forms such as video, film, art, music, design, text, games, or other media that can be accessed and interacted with by audiences. Content creators generally focus on a particular area of interest, such as fashion, travel, gaming, fitness, technology, music, gardening, cooking, housekeeping, health, or personal finance, among other fields (Valsesia et al., 2020).

Content creators develop content based on their interests, hobbies, and experiences, then distribute and monetize it through digital platforms (Tafesse & Dayan, 2023). They are becoming increasingly significant as entrepreneurs in other words "contempreneurs" and contributors to job creation across various economies (Johnson et al., 2022). According to Pahwa (2023)

creators are capable of generating strong user engagement through likes, comments, shares, and subscriptions are more likely to attract advertisers and achieve higher revenue from their content. Previous research primarily highlights positive attributes of creators that boost user engagement, such as likeability (De Veirman et al., 2017), popularity (Tafesse & Wood, 2021), and trustworthiness (Pittman & Abell, 2021).

The primary function of digital media influencers is to drive online traffic, with information trust serving as the central factor that encourages content consumption. Influencer attributes predominantly shape consumer engagement behaviors by fostering trust in the information they share (Gu & Duan, 2024). Influencer attributes: credibility of the source. Source credibility pertains to the level of trust that consumers attribute to an influencer as a credible source, which is determined by the influencer's dependability and specialized knowledge. A multitude of studies have substantiated the impact of endorsement on advertising effectiveness (Gu & Duan, 2024).

H2a: Content Creator Characteristics has significant influence and relation with customer purchase decision

2.3.2 Content Publishing Frequency

Digital content platforms thrive on the creativity of independent creators and the effectiveness of content distribution. By offering a share of advertising revenue, these platforms

incentivize creators to put in more effort. Most platforms utilize recommendation systems to provide personalized content suggestions to individual users. A platform can improve its overall quality by intentionally recommending content that doesn't perfectly align with a user's preferences. This approach can encourage creators to produce higher-quality content, ultimately benefiting both the platform and its users. (Qian & Jain, 2024).

The role of customers has shifted from being passive recipients of marketing information to becoming active participants in the process of value co-creation (Dolan et al., 2016; Lee et al., 2018). As per Bird et al. (2019), the content must be distinctive and strategically aligned with the company's goals. This includes tailoring the content to appeal to evolving consumer preferences, particularly through platform-specific experiences that maximize ease of use and engagement. The relevance of the content is also crucial, as content that aligns with consumer desires and personalized needs drives more significant engagement. Moreover, content meaningfulness leveraging data-driven insights to guide content creation decisions and ensure that content remains relevant and appealing to their audience.

In the context of content distribution, marketers build customer engagement and trust by delivering valuable digital brand content across various digital platforms, leading to long-term benefits like stronger relationships and increased brand

loyalty. This digital content includes various forms of owned media, such as blog posts, website content, white papers, eBooks, e-newsletters, testimonials, infographics, and multimedia. Consumers also contribute to published brand content through user-generated content, including comments, feedback, and social media posts (earned media). Additionally, brands utilize paid media, promoting content through paid advertisements and social network advertising (Hollebeek & Mackey, 2019; Mathew & Soliman, 2020).

H2b: Content Publishing Frequency has a significant influence and relation with customer purchase decision

2.4 Customer purchase decision

According to Kotler and Armstrong (2021), analyzing consumer behavior is crucial for effectively implementing business strategies. The advancement of digital technology has led to the emergence of a more evolved consumer, marking the transition to a consumer-centric era (Valls,2018). As a result, customers engage with businesses across multiple channels, necessitating a combination of operational tasks to ensure a positive consumer experience. Thus, the analysis of the customer journey map is instrumental in illustrating various touchpoints; this concept focuses on individual actions as they navigate and shape their experiences with the brand (Dirsehan,2020). Consumer behavior can be characterized as the series of actions

individuals undertake in their daily lives as consumers to fulfill their needs by acquiring items they deem valuable. These activities typically encompass searching, decision-making, purchasing, consuming, and influencing others. Therefore, emphasizing motivation and value creation is critical across various stages of the purchasing and consumption process. To effectively motivate consumers or generate value, it is essential to identify and comprehend the various influential factors at play (Varey,2002).

Kotler and Armstrong (2021) and Kotler et al. (2021) suggest that the purchasing process begins well before the actual purchase and can be divided into five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This process is often iterative, as consumers may encounter new information at various stages, prompting them to revisit and reassess their earlier decisions. Marketers must therefore create strategies and programs that engage consumers at multiple touchpoints throughout the decision-making process, while also acknowledging that consumers may not follow the stages sequentially, they may skip or reverse certain steps. Solomon (2015), outlines the buying behavior process as consisting of three main stages: pre-purchase, purchase, and post-purchase. Similarly, Belch and Belch (2017), emphasize the importance of marketers addressing key consumer behavior questions, including the who, what,

when, where, how, and why of purchasing decisions. These questions encompass areas such as: who buys or influences the purchase, how the decision is made, what needs and wants are being met, why customers choose a particular brand, where and when they purchase (online or offline), and how customers perceive the product or service. Additionally, marketers must consider social, lifestyle, demographic, and economic factors that may impact consumer decisions. Understanding these aspects allows marketers to effectively tailor strategies to the specific needs and behaviors of their target audience.

2.5 Qualitative Exploratory Research

The exploratory research aimed to unveil the nuanced perceptions of young-adults-consumers about digital content marketing consumption and how it influences consumers' purchasing decisions in the **Egyptian market**. Conducting exploratory research in this domain, equips companies with valuable insights about changing buying behavior through digital content marketing. So, businesses can foster deeper engagement bonds and relationships with their wider pool of customers which enhance the user experience, brand loyalty and stimulate sales conversion process. To reach such objectives the exploratory research conducted on **two phases: first phase, online interviews and second phase, real example from Egyptian companies**.

2.5.1 Online Interviews

2.5.1.1 The scope of online interviews

The researcher made online interviews with different Egyptian consumers (n = 47), with 21 men and 26 women, their age ranging from 19 to 35 years old, from different Egyptian Governorates (Alexandria – Cairo – Assuit – Hurghada – Menoufia – Esmailia – Qena – Sohag – Asswan). Those Egyptian consumers are highly educated and currently employed in different business sectors.

The scope from performing online interviews with them; to investigate the nexus between digital content consumption and their purchasing decisions in the highly active Egyptian market. The interviews delve into the real content formats such as textual, video, audio, image and interactive content they actually consume on their day-to-day usage to different digital channels and platforms, moreover the consumption behavior and patterns concerning digital content and how they actively engage with and respond in form of their different purchasing behavior.

2.5.1.2 The key findings

Through conducting such online interviews, the researcher found that across different Egyptian consumers age groups and genders, the most actively consumed digital content formats were

video content that came into first-place priority in the form of short social media reels in TikTok and Instagram and YouTube videos especially any product review whether this displayed review came into sponsored advertisement, testimonials or normal user review. Then in the second-place priority was image content that shaped in real product images with minimal edit on it, focusing on visual realism, they discuss how realistic and unmanipulated images leads to faster purchasing decisions response.

Finally, in the third-place textual content was preferred to consumers aging from 26 to 35 for both males and females and those Egyptian consumers group could rely only on textual based content and took the actual purchase decision whether this decision was online purchase or offline purchase regardless the text length. On the other hand, the younger Egyptian age group from 19 to 25 for both genders could not rely only on textual content alone despite its importance it carried less weight in the purchase decision-making process, but they add importance and attention to the text based content if it was displayed and published coupled with image based content as a complementary relation besides, the text content should be more acronym and to the point as they did not prefer any long textual content.

On a contradictory bases, unlike Egyptian female consumers for all males interviewed regardless their age, the researcher found that half of their time taken while consuming

different content pieces published from different digital sources, they actively consume interactive based content especially games, virtual, AI chat pods and interactive videos such as decision-paths hotspots; which means letting viewers get more information about what they searching for or viewing, product details, and any kind of digital navigations.

The Egyptian respondents for both genders and different ages during online interviews emphasized the importance of content publishers in shaping their purchasing decisions highlighted in the greater accessibility to information gathering but they put some restrictions to deciding whether to rely on or skip; the publisher should be a credible source and provide up-to-date information and content as the interviewees overwhelmingly indicated that they prioritizing the trustworthiness of such credible publisher and estimate the digital content quality according to the publisher characteristics.

Surprisingly, the content publishing frequency played a significant role in shaping their purchasing decisions in terms of the newly published content and the frequency of content repetition over the superficial allure of customer engagement in terms of engagement metrics as likes, shares, comments, number of views in watching videos and reading blogs. The interviewees demonstrated that if the content redisplayed more than 3 to 5 times their desire to buy would be declined even if there was a significant need for the product displayed as they might get bored

or think there could be better offers. As well as the length of time, the longer scrolling time the lesser actual purchasing decisions could be made.

In summary, the researcher found that digital content consumption is influenced by different digital content formats and consumption patterns themselves shaped in content publisher characteristics and content publishing frequency. Moreover, the respondents during online interviews conducted, demonstrating the importance of digital content consumption factors over engagement metrics when making actual purchase decisions. Interviewee views on Customer Engagement. Some interviewees noted that customer engagement metrics could provide beneficial Key Performance Indicators (KPIs) and insights for businesses and brands. These metrics are often seen as indicators of content popularity and consumer interest, which can help brands tailor their strategies to better meet consumer needs. Other interviewees expressed that these metrics do not matter at all, especially in the context of newly established platforms or start-ups.

2.5.2 Real Example from Egyptian FMCG Companies

The researcher used the **Breadfast** company website as a reference to be used in the exploratory research. **Breadfast** is Egypt's top quick-commerce startup, now provides over 2,500 items to more than 200,000 households across the country, with deliveries arriving in as little as 30 minutes. Since its launch in 2017, at Cairo, Egypt the company has experienced significant

growth, securing $30 million in funding so far. Looking ahead, Breadfast aims to complete over 6 million deliveries within the next year. **Breadfast** is specialized in groceries, household, bakeries, fresh produce, bath and body, cleaning supplies, baby products, stationery, and hypermarket in Transportation, Logistics, Supply Chain and Storage industry (Khoso, 2022).

The researcher found that **Breadfast's** website clearly demonstrates that the company utilizes high-quality image and text-based content formats on the home page to engage website visitors and current customers. The website uses appealing product imagery and effectively showcases the freshness and quality of food served and delivered to Egyptian customers. Moreover, the text-based content is clearly demonstrated in their blogs, clearly detailed product ingredients, preparation methods and nutritional information about ingredients. This blend of visual and textual content formats shows diverse Egyptian consumers preferences (Breadfast, n.d.).

Breadfast's website clearly demonstrates the content publisher characteristics as credibility and content quality through featuring customer testimonials, customer feedback and ratings. Besides, the content publishing frequency it updates its digital content related to offerings, seasonal items and products to ensure that the customers receive the most updated information status about **Breadfast** products which in turn enhances the process of purchase decision making. On the other

hand, **Breadfast's** website poorly updates the information displayed in its blog section which appear in the home page this may reflect in poor purchasing behavior for first-time customers.

The conceptual framework

From the chapter of literature review and exploratory research, the conceptual framework will be used in the research is modified to include digital content marketing consumption as independent factor manifested in **digital content formats** structured in text, image, audio, video and interactive contents and **digital content consumption patterns** shaped by content creator characteristics and content publishing frequency. The dependent factor is customer purchase decision.
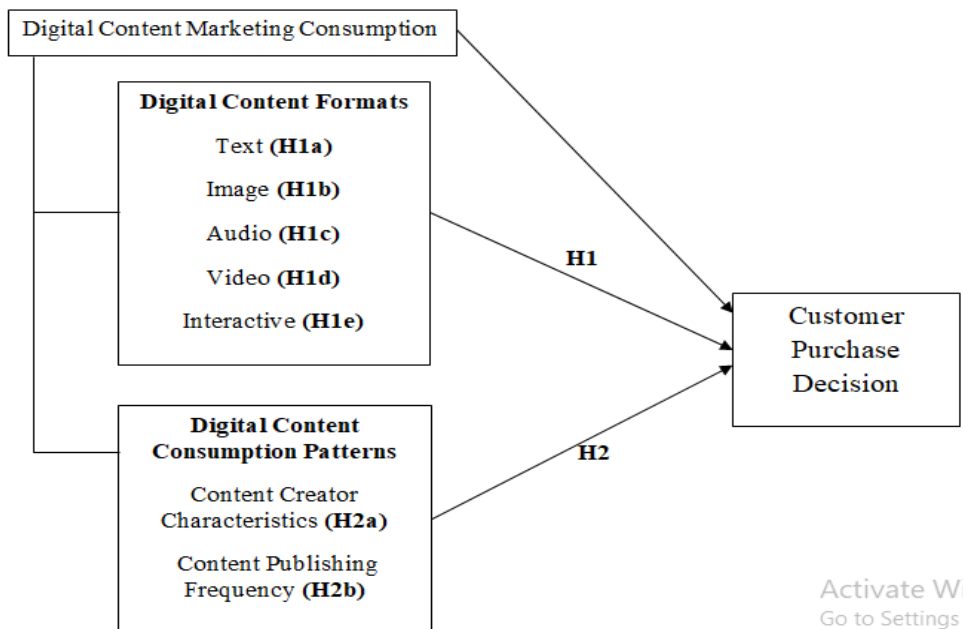
Research methodology

Research methodology is defined as "the methods the researchers use in performing research operations" (Kothari, 2004, p. 7). This study will primarily utilize secondary sources, including books, articles, academic journals such as Emerald Journal and science direct. The researcher will employ both qualitative and quantitative research methods to thoroughly examine The Nexus Between Digital Content Marketing Consumption and Customer Purchase Decision, the relation is empirically Studied on FMCG Industry consumers in Egypt. Each method is chosen for its specific purpose in addressing the research hypotheses, gap and developing the conceptual model. The selected methods and their justifications are discussed below.

This research employs first the **qualitative** exploratory research, through online interviews that were conducted with Egyptian consumers (n = 47) from different Egyptian governorates, and a real example for Egyptian company **"Breadfast"** from the Egyptian FMCG industry. As per Witt (2019) the importance of the exploratory research is An exploratory research design is employed when investigating a research problem that lacks prior studies or established frameworks to predict outcomes. This approach is particularly useful in the preliminary stages of research, where the primary objective is to gain insights and familiarity with the subject matter to inform subsequent investigations. Exploratory research is often utilized to determine the most appropriate methodologies for

studying an issue and to identify effective strategies for data collection. The key objectives of exploratory research include: This approach is frequently used to generate formal hypotheses and refine research problems for more precise investigation. And in applied or policy-oriented contexts, exploratory studies help identify research priorities and guide resource allocation (Witt, 2019).

Second, collecting the **quantitative** data through the applied survey which was designed to systematically collect data through a structured approach. The study will employ an online questionnaire survey as the primary data collection method and the online survey was applied to a sample size of 411 Egyptian consumers for FMCG products collected from 23 Egyptian governorates at different age groups. This approach is chosen due to its cost-effectiveness, higher response rates, faster data collection, and ease of editing and analysis (Mukesh et al., 2017). Online surveys are considered a highly structured form of questioning, as they eliminate the need for an intermediary to present questions or record responses, ensuring consistency and standardization (Menon & Muraleedharan, 2020). Consequently, this method facilitates the collection of primarily quantitative data. To maintain respondent anonymity, personal information such as names, addresses, and religious affiliations was not collected, as such details were deemed irrelevant to the research objectives.

3.1 Justification of Mixed Methods Approach

Quantitative research primarily generates statistical data through methods such as questionnaires (Rahman, 2016), whereas qualitative research explores behaviors, attitudes, and experiences using techniques like focus groups, online interviews, or projective methods (Mukesh et al., 2017). It has been widely acknowledged that no single research methodology is inherently superior to others, and many scholars advocate for the integration of multiple methods to enhance the quality and depth of research findings (Dawadi et al., 2021). Consequently, this study adopts a mixed-method approach to examine the relation between digital content marketing consumption and the customer purchase decision moreover, the study was empirically conducted on FMCG Industry Consumers in Egypt. By combining both qualitative and quantitative methodologies, this approach allows for the testing of theories and the generation of more precise and robust findings. The mixed-method design offers a more comprehensive understanding of the research problem than either approach could achieve independently, ensuring a holistic perspective on the phenomenon under investigation.

3.2 Research Design

Research design is conceptualized as "the systematic arrangement of conditions for the collection and analysis of data, structured to align with the research objectives while ensuring

methodological efficiency and procedural rigor" (Akhtar, 2016, p. 68). Research designs are broadly categorized into three types: exploratory, descriptive, and causal (Mukesh et al., 2017). In this study, exploratory and descriptive research designs are employed, as they facilitate the explanation and description of the relation between digital content marketing consumption and the customer purchase decision moreover, the study was empirically conducted on FMCG Industry Consumers in Egypt.

3.3 Time Horizon

This study will employ a serial cross-sectional design, as it offers advantages in terms of time efficiency, cost-effectiveness, and reduced effort, given that data is collected at a single point in time (Setia, 2016). Both quantitative and qualitative methods will be utilized simultaneously to gather data, which justifies the serial nature of the approach. This design enables the researcher to derive findings at the individual level while maintaining simplicity, affordability, and time efficiency in its execution.

3.4 Research approach

The research approach is defined as "a strategic plan that provides systematic and efficient direction for conducting research" (Rahman, 2016). As outlined by Soiferman (2010), research approaches are broadly categorized into two types: inductive and deductive. The primary objective of this study is to develop a comprehensive understanding of the relation between digital content marketing consumption and the customer

purchase decision moreover, the study was empirically conducted on FMCG Industry Consumers in Egypt. Consequently, a deductive approach has been adopted for this research.

3.5 Sampling design

Sampling design comprises three key components: the target population, sample size, and sampling technique (Trotter, 2012).

3.5.1 Population and Sample Size

The sampling unit of this research is all present and target customers exposed to and consume digital content marketing to influence their buying decision. Since there could be no sampling frame for such population, a sampling guide will be used to identify and qualify potential sampling units in the form of buying deciders. The sample size will be determined depending on the emerging size, homogeneity and profile of target population and adequacy for planned statistical analysis. Since this is an indefinite and heterogeneous population, a non-probability quota sample will be used depending on a randomized selection procedure.

The research adopted a sample size of 411 Egyptian consumers for FMCG products collected from 23 Egyptian governorates at different age groups (below 18 years, 18-24 years, 25-34 years, 35-44 years, 45 years and above) given that the target population in Egypt exceeds millions (CAPMAS,

2022), and in accordance with Uma Sekaran's guidelines, the minimum required sample size for this study is 384 respondents (Sekaran, 2003).

3.5.2 Sample Technique

The respondents for this study were selected randomly to ensure adequate representation of the study population. This approach aligns with the random sampling technique, which is defined as a method where every unit in the population has an equal and independent chance of being selected as a participant (Bhardwaj, 2019). Specifically, a simple random sampling technique was employed due to its ability to enhance the generalizability of findings to the broader population and minimize sampling error (Pace, 2021).

To maximize the response rate, the researcher utilized multiple sampling methods, including distributing message invitations containing the survey's URL and sharing the URL on social media platforms such as Facebook. Additionally, a snowball sampling technique was adopted, wherein participants were encouraged to forward the message invitation to others. Snowball sampling, a non-probability sampling method, is particularly useful for accessing hard-to-reach populations that may not be easily sampled through other methods. It is also recognized for its simplicity and cost-effectiveness (Hennink et al., 2010; Malhotra et al., 2020). However, it is important to note that this method does not guarantee sample representativeness.

To address this limitation, the researcher distributed the survey's URL to diverse individuals and multiple Facebook groups.

3.6 Measurement of data collection

In the methodology section of this study, under the measurement of data collection, first the researcher starts by collecting the **qualitative** data, through online interviews were conducted with Egyptian consumers (n = 47) from different Egyptian governorates, second, collecting the **quantitative** data through the applied survey which was designed to systematically collect data through a structured approach. Specifically, questions related to capture the respondents' demographic (e.g., age, gender, educational level) and geographic (e.g., Egyptian governorates) characteristics. These measures are nominal in nature, as they categorize respondents into distinct groups without implying any order or ranking. Additionally, two qualitative multiple-choice questions (MCQs) were incorporated to support and validate the findings of the exploratory research. These MCQs are also nominal, as they classify responses into specific categories without any inherent hierarchy.

The majority of the survey consisted of closed-ended questions measured using a five-point Likert scale, which is an ordinal measure. The Likert scale typically ranges from " 1 = Not at all influential and Never" to " 5 = Extremely influential and Always" allowing respondents to indicate their level of agreement or disagreement with a series of statements. While the

Likert scale provides a ranked order of responses, the intervals between scale points are not assumed to be equal, making it an ordinal measure.

Data collection was carried out through a survey, utilizing a structured instrument (questionnaire) to capture respondents' perspectives. The self-administered questionnaire included items designed to assess respondents' opinions regarding the relationship between digital content marketing consumption and customer purchase decision. The study was empirically conducted among consumers in the Fast-Moving Consumer Goods (FMCG) industry in Egypt. The questionnaire was developed using Google Forms and distributed online. The majority of the questions were adapted and modified from prior research studies to ensure alignment with the current research topic. The study includes **20** items under the identified variables and dimensions. Those items were cited from different scholarly work (Rancati & Gordini, 2015; X. Ma, 2023; Tafesse & Dayan, 2023; Terho et al., 2022; Wiggins, 2022)

The study will employ an online questionnaire survey as the primary data collection method. This approach is chosen due to its cost-effectiveness, higher response rates, faster data collection, and ease of editing and analysis (Mukesh et al., 2017). Online surveys are considered a highly structured form of questioning, as they eliminate the need for an intermediary to present questions or record responses, ensuring consistency and

standardization (Menon & Muraleedharan, 2020). Consequently, this method facilitates the collection of primarily quantitative data. To maintain respondent anonymity, personal information such as names, addresses, and religious affiliations was not collected, as such details were deemed irrelevant to the research objectives.

The survey will be conducted using the online platform Google Forms, which offers several advantages, including expedited data collection from participants (Menon & Muraleedharan, 2020). Reduced paper usage, aligning with environmental sustainability standards. Minimized analysis time, as responses are automatically recorded in a centralized database (Menon & Muraleedharan, 2020).

3.7 Data analysis

In this study, quantitative data were analyzed employing a range of statistical techniques, facilitated by the Statistical Package for the Social Sciences (SPSS) software. The analysis aimed to examine the relationship between digital content marketing consumption and the customer purchase decision moreover, the study was empirically conducted on FMCG Industry Consumers in Egypt. Data collected from 411 respondents were subjected to a series of statistical tests to evaluate the research hypotheses. These tests included: Descriptive statistics; Mean and standard deviation. Cronbach's

Alpha Test to assess internal consistency and reliability of multi-item measurement scales. Common Factor Analysis to determine the construct validity of the scale. Pearson test for proofing the correlation between independent and dependent variables. Lastly, Linear Regression Analysis for hypothesis testing, and T-Tests to analyze independent and dependent variables.

Data Analysis and Research Findings

Qualitative Exploratory Research

For the **first independent factor "Digital Content Formats"** Through conducting such online interviews, the researcher found that across different Egyptian consumers age groups and genders, the most actively consumed digital content formats were video content that came into first-place priority in the form of short social media reels in TikTok and Instagram and YouTube videos especially any product review whether this displayed review came into sponsored advertisement, testimonials or normal user review. Then in the second-place priority was image content that shaped in real product images with minimal edit on it, focusing on visual realism, they discuss how realistic and unmanipulated images leads to faster purchasing decisions response.

Finally, in the third-place textual content was preferred to consumers aging from 26 to 35 for both males and females and those Egyptian consumers group could rely only on textual based

content and took the actual purchase decision whether this decision was online purchase or offline purchase regardless the text length. On the other hand, the younger Egyptian age group from 19 to 25 for both genders could not rely only on textual content alone despite its importance it carried less weight in the purchase decision-making process, but they add importance and attention to the text based content if it was displayed and published coupled with image based content as a complementary relation besides, the text content should be more acronym and to the point as they did not prefer any long textual content.

When conducting the quantitative online questionnaire, the researcher found that as shown in **figure 4.1 (1)**, the Egyptian consumers for FMCG products from different age groups consume in the first place the image content formats with percentage 53%, in the second rank textual content formats with percentage 50.1%, in the third rank video content formats with percentage 35.5%, then audio content with percentage 17.8%, and the last frequently used content format is interactive content with percentage 14.8%. The insights from this empirical analysis are analyzed as follow:

1. Textual Content (50.1%)

- **Usage**: Textual content, such as articles, e-books, and written online reviews, is used by 50.1% of respondents.
- **Implications**: This indicates that a significant portion of consumers rely on detailed written information to make

informed purchase decisions. Textual content is crucial for providing in-depth product descriptions, user experiences, and expert opinions.

- **Research Support**: This finding can be used to argue that textual content plays a vital role in the consumer decision-making process, especially for FMCG products where detailed information about ingredients, benefits, and usage is often sought.

2. Image Content (53%)

- **Usage**: Image content, including photographs and imagery on social media posts, is the most frequently used type of content, with 53% of respondents favoring it.
- **Implications**: Visual content is highly effective in capturing consumer attention and conveying product attributes quickly. It is particularly useful for FMCG products, where packaging and presentation can significantly influence purchase decisions.
- **Research Support**: The high usage of image content suggests that visual marketing strategies are essential in the FMCG sector. This can be linked to theories on visual persuasion and the impact of aesthetics on consumer behavior.

3. Audio Content (17.8%)

- **Usage**: Audio content, such as podcasts, music, and radio shows, is used by 17.8% of respondents.
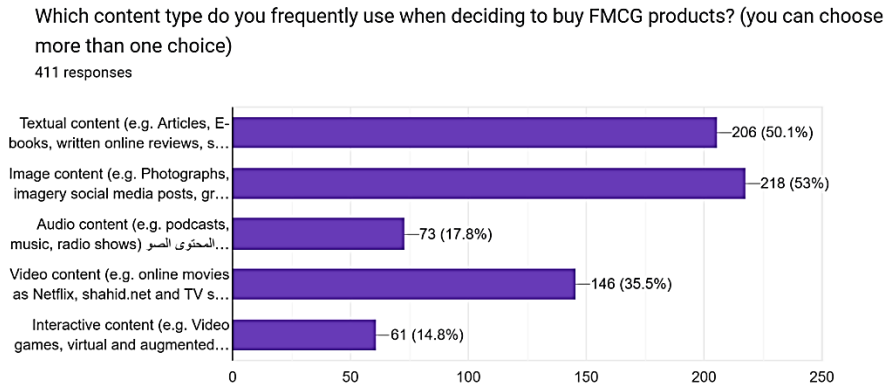
- **Implications**: While less popular than textual and image content, audio content still holds relevance, particularly for on-the-go consumers who prefer consuming content passively.
- **Research Support**: This finding can be used to explore niche markets or specific consumer segments that prefer audio content. It also highlights the importance of multi-channel marketing strategies.

4. Video Content (35.5%)

- **Usage**: Video content, including online movies and TV shows, is used by 35.5% of respondents.

- **Implications**: Video content is effective for demonstrating product use, providing tutorials, and engaging consumers through storytelling. It is a powerful medium for emotional appeal and brand building.

- **Research Support**: The significant usage of video content underscores its importance in digital marketing strategies. This can be tied to theories on narrative transportation and the role of emotional engagement in consumer decision-making. This was justified by the consumers interviewed during exploratory phase as prefer to consume both content formats the visual content in accordance with the textual content to give more clear scenario.

5. Interactive Content (14.8%)

- **Usage**: Interactive content, such as video games and augmented reality experiences, is used by 14.8% of respondents.
- **Implications**: Although the least used, interactive content offers unique engagement opportunities, particularly for tech-savvy consumers. It can enhance user experience and provide immersive brand interactions.
- **Research Support**: This finding can be used to discuss the potential of emerging technologies in marketing. It also provides a basis for exploring the future trends in digital content consumption.

Which content type do you frequently use when deciding to buy FMCG products? (you can choose more than one choice)
411 responses

Content type	Responses
Textual content (e.g. Articles, E-books, written online reviews, s…)	206 (50.1%)
Image content (e.g. Photographs, imagery social media posts, gr…)	218 (53%)
Audio content (e.g. podcasts, music, radio shows) المحتوى الصو…	73 (17.8%)
Video content (e.g. online movies as Netflix, shahid.net and TV s…)	146 (35.5%)
Interactive content (e.g. Video games, virtual and augmented…)	61 (14.8%)

Figure 4.1 (1): Digital Content Formats consumed for FMCG product in the Egyptian market

On the other hand, on general sense for the consumption of digital content formats when making final customer purchase

decisions as shown in Figure 4.1 (2), on the top level the frequently consumed digital content format is imagery content among Egyptian consumers with percentage of 53%, in the second place of digital content consumption is text-based content of percentage 51.1%, thirdly, video content formats with percentage 36%, finally, audio and interactive content with percentage 19%. The insights from this empirical analysis are analyzed as follow:

1. Textual Content (51.1%)

- **Usage**: Textual content, such as articles, e-books, and written online reviews, is used by 51.1% of respondents.
- **Implications**: This reinforces the importance of detailed written information in the final stages of the consumer decision-making process. Textual content helps consumers validate their choices through reviews, comparisons, and detailed descriptions.
- **Research Support**: This finding can be used to emphasize the role of informational content in reducing perceived risk and increasing consumer confidence, which is crucial for final purchase decisions.

2. Image Content (53%)

- **Usage**: Image content, including photographs and imagery on social media posts, is the most frequently used type of content, with 53% of respondents favoring it.

- **Implications**: Visual content continues to dominate, suggesting that high-quality images and visual presentations are critical in the final stages of decision-making. This is particularly relevant for FMCG products, where visual appeal can significantly influence purchase behavior.
- **Research Support**: The finding supports the notion that visual content is a powerful tool for capturing attention and conveying product attributes quickly, which is essential in the final decision-making phase.

3. Audio Content (19%)
- **Usage**: Audio content, such as podcasts, music, and radio shows, is used by 19% of respondents.
- **Implications**: While less prevalent, audio content still plays a role, particularly for consumers who prefer passive content consumption. It can be effective for reinforcing brand messages and providing additional information.
- **Research Support**: This finding can be used to discuss the supplementary role of audio content in the decision-making process and its potential to reach specific consumer segments.
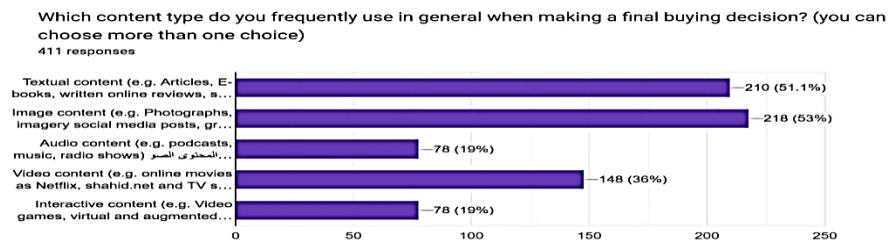
4. Video Content (36%)
- **Usage**: Video content, including online movies and TV shows, is used by 36% of respondents.
- **Implications**: Video content is highly effective for demonstrating product use, providing tutorials, and engaging

consumers through storytelling. It is particularly useful for creating emotional connections and reinforcing brand values.

- **Research Support**: The significant usage of video content highlights its importance in the final stages of the consumer journey. This can be linked to theories on emotional engagement and the impact of narrative content on purchase decisions.

5. Interactive Content (19%)

- **Usage**: Interactive content, such as video games and augmented reality experiences, is used by 19% of respondents.
- **Implications**: Although less common, interactive content offers unique engagement opportunities, particularly for tech-savvy consumers. It can enhance user experience and provide immersive brand interactions.
- **Research Support**: This finding can be used to explore the potential of emerging technologies in influencing final purchase decisions and to discuss future trends in digital marketing.

Which content type do you frequently use in general when making a final buying decision? (you can choose more than one choice)
411 responses

Content type	Value
Textual content (e.g. Articles, E-books, written online reviews, s...	210 (51.1%)
Image content (e.g. Photographs, imagery social media posts, gr...	218 (53%)
Audio content (e.g. podcasts, music, radio shows) المحتوى الصو...	78 (19%)
Video content (e.g. online movies as Netflix, shahid.net and TV s...	148 (36%)
Interactive content (e.g. Video games, virtual and augmented...	78 (19%)

Figure 4.1 (2): Digital Content Formats consumed in the Egyptian market

For **the second independent factor "digital content consumption patterns"**, the Egyptian respondents for both genders and different ages during online interviews emphasized the importance of content publishers in shaping their purchasing decisions highlighted in the greater accessibility to information gathering but they put some restrictions to deciding whether to rely on or skip; the publisher should be a credible source and provide up-to-date information and content as the interviewees overwhelmingly indicated that they prioritizing the trustworthiness of such credible publisher and estimate the digital content quality according to the publisher characteristics.

Surprisingly, the content publishing frequency played a significant role in shaping their purchasing decisions in terms of the newly published content and the frequency of content repetition over the superficial allure of customer engagement in terms of engagement metrics as likes, shares, comments, number of views in watching videos and reading blogs. The interviewees demonstrated that if the content redisplayed more than 3 to 5 times their desire to buy would be declined even if there was a significant need for the product displayed as they might get bored or think there could be better offers. As well as the length of time, the longer scrolling time the lesser actual purchasing decisions could be made.

These findings were also supported by the quantitative online questionnaire, where most of respondents of the Egyptian

consumers their purchase decisions related to FMCG products are influenced by content creator characteristics like trust and credibility as shown in figure **4.1 (3)** as highlighted in the interviews, consumers prioritize the trustworthiness of content publishers. This is crucial for understanding why certain content is consumed more frequently. Credible sources that provide up-to-date information are more likely to be relied upon.
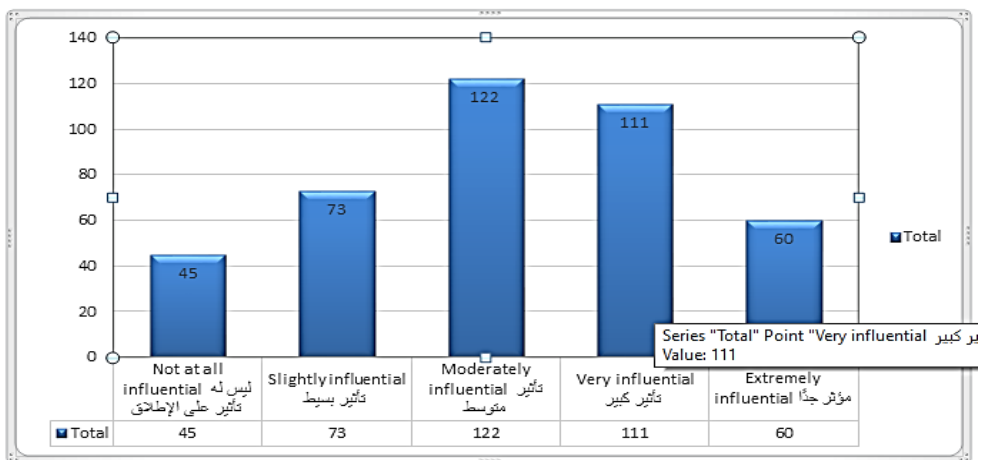
Figure 4.1 (3): Number of FMCG product consumers influenced by content creator characteristics like trust and credibility

Moreover, the quantitative online questionnaire supports that findings in exploratory research where most of respondents of the Egyptian consumers their purchase decisions related to FMCG products are influenced by content publishing frequency like publishing frequency and time and the day in the week as

shown in figure **4.1 (4).** The key insights here that Moderate to High Influence: The majority of respondents find content publishing frequency to be moderately to extremely influential (122 moderately, 111 very, and 60 extremely influential). This indicates that regular content updates can significantly impact consumer purchase decisions in the FMCG sector. On the other hand, Significant Minority: A notable portion of respondents (45 not at all influential and 73 slightly influential) do not find content publishing frequency to be highly impactful. This suggests that while frequent updates are important for many, they are not a decisive factor for all consumers.
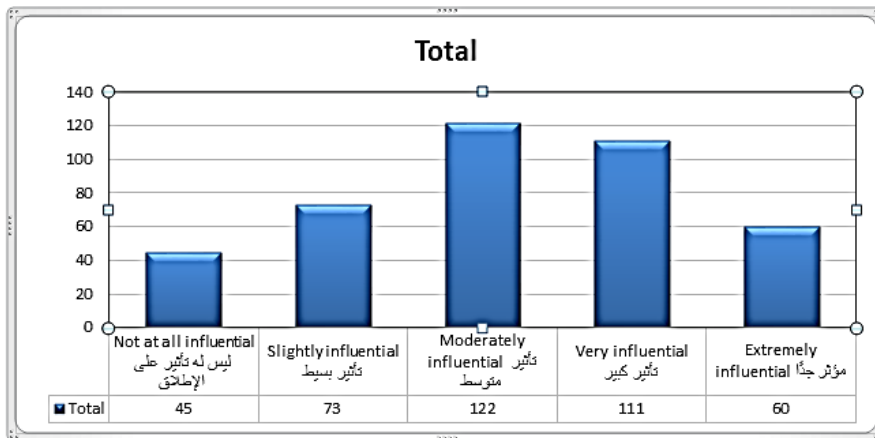
Figure 4.1 (4): Number of FMCG product consumers influenced by content publishing frequency

Interviewee Perspectives on Customer Engagement Metrics Some interviewees noted that customer engagement

metrics could provide beneficial Key Performance Indicators (KPIs) and insights for businesses and brands. These metrics are often seen as indicators of content popularity and consumer interest, which can help brands tailor their strategies to better meet consumer needs. Other interviewees expressed that these metrics do not matter at all, especially in the context of newly established platforms or start-ups. They argued that engagement metrics might not accurately reflect the quality or impact of content, particularly when the platform or brand is new and still building its audience. The differing opinions highlight the need to explore how various consumer segments perceive and are influenced by engagement metrics. This can help in understanding the conditions under which these metrics are considered reliable and impactful. "Customer engagement metrics could give beneficial KPIs and insights for businesses and brands but for me it does not matter at all, justifying this by what if in the case of a newly established platforms or new digital social media page for a start-up" (Interviewee 3, 5, 10, 11, 12, 25, 27, 30).

The skepticism towards engagement metrics for new platforms suggests that contextual factors, such as the maturity of the platform and the brand's market presence, play a significant role in the perceived value of these metrics. The practical results from such finding are for established brands, leveraging engagement metrics can provide valuable insights into consumer

preferences and content effectiveness. However, for new platforms or start-ups, alternative strategies may be needed to build credibility and trust.

Breadfast.com website as an example for a leading FMCG brand in the Egyptian market shows that The Breadfast website effectively utilizes various digital content formats to influence FMCG purchase behavior. Textual and image content are crucial for providing information and visual appeal, while audio, video, and interactive content enhance engagement and build trust. The Breadfast website likely includes detailed product descriptions, blog posts, and customer reviews. These textual elements provide essential information about product features, benefits, and usage. The website also includes high-quality images of products, packaging, and usage scenarios are prominently displayed. Visual content is essential for showcasing the aesthetic appeal and practical aspects of FMCG products. Images capture consumer attention quickly and convey product attributes effectively. They play a critical role in the initial attraction and can significantly influence the final purchase decision by providing a visual representation of the product. While the website may not heavily feature audio content, any podcasts or audio descriptions available can provide additional information and engagement. The website might include video tutorials, product demonstrations, and customer testimonials. Videos are effective for demonstrating product use

and creating emotional connections as video content is highly engaging and can significantly influence purchase decisions by providing a dynamic and immersive experience. It helps in building trust and emotional engagement with the brand. While interactive content shows no application by the company (Breadfast, n.d.).

Quantitative Questionnaire

(1) Description of the sample

The study sample consisted of 411 individuals, and the demographic data of the sample members was represented in the following:

Demographic variables: The variables were measured for the sample members in the study using (4) direct questions related to the following: -

1. Gender (male, female).
2. Age (below 18 years, 18-24 years, 25-34 years, 35-44 years, 45 years and above).
3. Educational (High School, undergraduate, postgraduate, other).
4. Egyptian Governorates (the study was applied in 23 Egyptian governorates).

(2) Descriptive Statistics of sample data

The result of descriptive statistics for variables are shown that the **independent variable mean 3.363 and Standard**

Deviation 0.672 while the dependent variable mean 3.266 and Standard Deviation 0.678. It depicts the descriptive statistics of sample data for the two main variables of the study which are Digital Content Marketing Consumption (as an independent variable), and Customer Purchase Decision (as the dependent variable). The result states the overall value of means for all the variables are more than 3.0 which indicates that the majority of the respondents **agree with the questionnaire's statements.** The **standard deviation (SD)** for the independent factor, Digital Content Marketing Consumption, was 0.672, while the standard deviation for the dependent factor, Customer Purchase Decision, was 0.678. Both values indicate **low variability** within the dataset, suggesting that respondents demonstrated consistent behavior regarding their consumption of digital marketing content and subsequent purchase decisions for FMCG products. The closeness of the two standard deviation values highlights a potential alignment between the independent and dependent factors, further supporting the hypothesis of a strong relationship between them in the context of the Egyptian FMCG products buying behavior. Given the sample size of 411 respondents, these low standard deviations enhance the reliability and generalizability of the findings, indicating that the observed patterns are representative of the larger population.

(3) Reliability and validity of the adopted measurement scale

It is crucial to test the reliability to show the extent of the results consistency and to ensure that the two real differences among sampling units are reflected consistently in the reality of these two main variables. The most important type of reliability is known to be the internal consistency reliability reflecting the relevance between different responses given independently and objectively to any choice. The most appropriate statistical technique for this kind of reliability is the Cronbach's alpha test. Which was shown on interval scale composed of three or more statements for the 2 variables as indicated and explained for the descriptive analysis. The result of Cronbach Alpha Test for variables shows that the questionnaire of this research consists of 18 items and was distributed to 411 respondents among Egyptians. **The Cronbach's Alpha Test Value for Digital Content Marketing Consumption was 0.740 and Customer Purchase Decision was 0.852 with total value of 0.889.** All variables reflected an acceptable level of internal consistency and reliability since all Cronbach's alpha variables were greater than **0.70**, in which it is indicating satisfactory internal consistency and reliability.

(4) Common Factor Analysis for Construct Validity of Scale

Common factor analysis was adopted for testing the construct validity of the used measurement scales for both dependent and the independent variables. Equally important it has also used as a reduction technique to ensure a safe generalized determination of the underline dimensions reflecting the interplay of manufacilitating each mean Factor and their share of contributing to understanding the overall phenomena of managing celebrity endorsements for customer experience purposes. The factor loadings from a study examining the influence of various types of digital content marketing on Fast-Moving Consumer Goods (FMCG) purchase decisions. The result of factor analysis for variables shows that All output data of the **18** interval **5** points scaled statements were inserted into the factor analysis using Vari-Max the rotation procedures in **spss software.** The factor analysis resulted in 2 main factors composed of all 18 variables. **Factor 1,** explaining 35.83% of the variance, highlights the Consumption of text-based content when buying FMCG products (0.792), image content (0.589), audio content (0.802), video content (0.613) and interactive content (0.740) in shaping purchase decisions, alongside considerations of content creator characteristics (0.607) and content publishing frequency (0.653) and the use of content marketing (0.593). **Factor 2,** accounting for 10.47% of the variance, emphasizes the influence of visual and interactive elements, such as product images (0.692), videos (0.764), and interactive content (0.674), textual content

(0.498) and audio content (0.737) as well as the reliability on information from content creators and convenience and trust on content creators (0.752, 0.661) also timeliness of content delivery (specific time of day or day of the week) and Frequency of posting content about FMCG products (0.592, 0.606) lastly, the influence of content marketing on FMCG customer purchase decision (0.654). Overall, digital content marketing significantly impacts FMCG purchase decisions, with a combined variance explanation of 46.29%. The eigenvalue for the independent variable, Digital Content Marketing Consumption, was found to be 6.449, indicating that this factor explains a significant portion of the variance in the dataset. This suggests that the variable is highly influential and represents a dominant construct in the study. Meanwhile, the eigenvalue for the dependent variable, Customer Purchase Decision, was 1.884, which is above the threshold of 1.0 and demonstrates that this variable is a meaningful and reliable measure of consumer behavior. Together, these results from the empirical study on FMCG industry consumers in Egypt highlight the importance of Digital Content Marketing Consumption in influencing Customer Purchase Decisions, validating the theoretical framework of the study.

(5) Correlation and Regression analysis

The Pearson Correlation value for H1a is 0.481 indicates that there is a positive, statistically significant correlation at the level of (0.01) between Textual Content and customer purchase

decision, where the correlation coefficient between them reached a value of (0.481), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals. The Pearson Correlation value for H1b is 0.620 indicates that there is a positive, statistically significant correlation at the level of (0.01) between Image Content and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.620), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals. The Pearson Correlation value for H1c is 0.586 indicates that there is a positive, statistically significant correlation at the level of (0.01) between Audio Content and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.586), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals. The Pearson Correlation value for H1d is 0.535 indicates that there is a positive, statistically significant correlation at the level of (0.01) between Video Content and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.535), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two

variables in the study sample (N= 411) individuals. The Pearson Correlation value for H1e is 0.602 indicates that there is a positive, statistically significant correlation at the level of (0.01) between Interactive Content and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.602), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals. The Pearson Correlation value for H2a is 0.489 and 0.361 shows that there is a positive, statistically significant correlation at the level of (0.01) between Content Creator Characteristics as Convenience and Trust of content creators and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.489), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals and There is a positive, statistically significant correlation at the level of (0.01) between Content Creator Characteristics as Reliability of on-demand content obtained from content creators and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.361), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals. The Pearson Correlation value for H2b is 0.497 and 0.322 shows that

there is a positive, statistically significant correlation at the level of (0.01) between Content Publishing Frequency as Frequency of posting content about FMCG products and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.497), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals and there is a positive, statistically significant correlation at the level of (0.01) between Content Publishing Frequency as Time and day of the week frequency of content publishing related to FMCG products and Customer Purchase Decision, where the correlation coefficient between them reached a value of (0.322), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals. The Correlation coefficient for H3 between Digital content marketing consumption and customer purchase decision (the use of content marketing) (n=411) investigates that there is a positive, statistically significant correlation at the level of (0.01) between Digital content marketing consumption and customer purchase decision, where the correlation coefficient between them reached a value of (0.671), which is a strong, positive, and significant correlation coefficient that indicates strength of the correlation between the two variables in the study sample (N= 411) individuals.

Hypothesis	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	T	Accept / Reject the Hypothesis
H1	.589	.348	.347	.949	1093.362	33.066	Accept
H1a	.481	.232	.230	.93910	123.282	11.103	Accept
H1b	.620	.385	.383	.93357	255.512	15.985	Accept
H1c	.586	.343	.341	.93303	213.355	14.607	Accept
H1d	.535	.287	.285	.99293	164.328	12.819	Accept
H1e	.602	.362	.361	.92513	232.486	15.247	Accept
H2	.640[a]	.410	.409	.74025	284.232	16.859	Accept
H2a	.480	.230	.228	.9214	122.194	11.054	Accept
H2b	.450[a]	.203	.201	.966	104.109	10.203	Accept
H3	.671	.450	.449	.90435	335.000	18.303	Accept

Table (1) ANOVA Regression Analysis Model For all Hypotheses and Sub-Hypotheses

The table presents the results of regression analyses conducted to test the hypotheses regarding the relationship between digital content marketing and customer purchase decisions for Fast-Moving Consumer Goods (FMCG). Below is a detailed explanation of the findings: **H1: Digital Content Formats and Purchase Decisions** The overall hypothesis (H1) was accepted, indicating that digital content formats (textual, image, audio, video, and interactive) significantly influence customer purchase decisions. The regression model yielded an R value of .589, explaining 34.8% of the variance (R^2 = .348) in

purchase decisions. The F-statistic (1093.362) and t-value (33.066) further confirm the significance of this relationship. **H1a (Textual Content):** Accepted, with R = .481 and R² = .232, indicating that textual content significantly impacts purchase decisions. **H1b (Image Content):** Accepted, with R = .620 and R² = .385, showing a stronger influence of image content compared to textual content. **H1c (Audio Content):** Accepted, with R = .586 and R² = .343, demonstrating a significant but slightly weaker influence than image content. **H1d (Video Content):** Accepted, with R = .535 and R² = .287, indicating a strong influence of video content. **H1e (Interactive Content):** Accepted, with R = .602 and R² = .362, highlighting the importance of interactive content in shaping purchase decisions.

H2: Digital Content Consumption Patterns and Purchase Decisions. The hypothesis (H2) was accepted, suggesting that content creator characteristics and content publishing frequency significantly relate to customer purchase decisions. The model achieved an R value of .640, explaining 41.0% of the variance (R² = .410). The F-statistic (284.232) and t-value (16.859) support the significance of this relationship. **H2a (Content Creator Characteristics):** Accepted, with R = .480 and R² = .230, indicating that the trustworthiness and expertise of content creators play a significant role in purchase decisions. **H2b (Content Publishing Frequency):** Accepted, with R = .450

and R² = .203, showing that the frequency of content updates also influences purchase decisions, albeit to a slightly lesser extent than creator characteristics. But also plays a significant role in purchase decisions.

H3: Digital Content Marketing Consumption and Purchase Decisions. The hypothesis (H3) was accepted, demonstrating that overall digital content marketing consumption significantly relates to customer purchase decisions. The model yielded an R value of .671, explaining 45.0% of the variance (R^2 = .450). The F-statistic (335.000) and t-value (18.303) confirm the robustness of this relationship, making it the strongest predictor among all hypotheses tested.

Conclusion

The analysis of the hypotheses confirms a significant relationship between digital content marketing consumption and customer purchase decisions in the FMCG industry. All hypotheses (H1, H1a, H1b, H1c, H1d, H1e, H2, H2a, H2b, and H3) were accepted, indicating that various digital content formats, content creator characteristics, and content publishing frequency play crucial roles in influencing consumer behavior. Specifically, image content (H1b) and interactive content (H1e) showed the strongest relationships with customer purchase decisions, with R values of .620 and .602, respectively. Additionally, digital content marketing consumption as a whole

(H3) demonstrated a robust relationship with customer purchase decisions, with an R value of .671 and an R² of .450, explaining 45% of the variance in purchase decisions, an R value of .671 indicates a strong positive relationship between digital content marketing consumption and customer purchase decisions. This means that as consumers engage more with digital content, their likelihood of making a purchase increases significantly. An R² of .450 means that 45% of the variation in customer purchase decisions can be explained by their consumption of digital content. This is a substantial proportion, indicating that digital content marketing is a key driver of purchase behavior.

Leveraging Diverse Digital Content Formats; The strong relationship between digital content marketing and purchase decisions suggests that brands should use a variety of content formats (textual, image, audio, video, and interactive) to engage consumers effectively. Each format plays a unique role in influencing consumer behavior, and a diverse content strategy can cater to different consumer preferences. Maintaining Credible, High-Quality Content: The findings highlight the importance of content credibility and quality in driving consumer engagement and purchase decisions. Consumers are more likely to trust and act on content that is perceived as credible, up-to-date, and high-quality. This reinforces the need for brands to invest in creating trustworthy and valuable content.

Future-Work Recommendations

The study offers a framework for future research to explore the impact of digital content marketing in other industries or cultural contexts. It also opens avenues for investigating the role of emerging content formats, such as augmented reality (AR) and virtual reality (VR), in influencing consumer behavior. Examine how digital content influences post-purchase behavior. Analyze how digital content marketing strategies differ across platforms (e.g., Instagram, TikTok, YouTube) and their effectiveness in driving purchase decisions. Explore how digital content formats evoke emotional (e.g., joy, trust) and cognitive (e.g., information processing, decision-making) responses that influence purchase decisions. Conduct in-depth studies on how specific content creator characteristics (e.g., expertise, authenticity, transparency) influence consumer trust and purchase decisions. Investigate the optimal content publishing frequency for different types of brands (e.g., start-ups vs. established brands) and its impact on consumer engagement and purchase decisions.

Academic Implications

Theoretical Contributions: The findings support and extend existing body of literature, by demonstrating how different digital content formats and content creator characteristics influence consumer decision-making processes.

The study also contributes to the literature on digital marketing in the FMCG industry, particularly in emerging markets like Egypt. The strong statistical relationship (R = .671, R² = .450) provides empirical evidence supporting the importance of digital content marketing in the FMCG industry. It contributes to the growing body of literature on digital marketing and consumer behavior. **Validation of Hypotheses:** The acceptance of all hypotheses provides empirical evidence for the significant role of digital content marketing in shaping consumer purchase decisions. This validates the importance of digital content formats, content creator credibility, and publishing frequency as key factors in consumer behavior. **Exploratory Research:** Exploratory research helps identify gaps in existing literature by uncovering areas that have not been thoroughly studied or understood. By exploring a topic in depth, exploratory research helps refine broad research questions and develop testable hypotheses.

Practical Implications

Leverage Multiple Content Formats: Marketers should prioritize a mix of digital content formats, with a particular focus on image and interactive content, as these showed the strongest influence on purchase decisions. Textual, audio, and video content also play significant roles and should not be neglected. Marketers should leverage a mix of digital content formats to cater to different stages of the consumer journey. High-quality

textual and image content should be complemented with engaging audio, video, and interactive elements to maximize influence on purchase decisions. **Focus on Content Creator Credibility:** Since content creator characteristics (H2a) significantly influence purchase decisions, brands should ensure that their content creators are perceived as credible and trustworthy. This can be achieved by showcasing expertise, transparency, and consistency in content delivery. **Optimize Content Publishing Frequency:** While content publishing frequency (H2b) has a significant moderate influence, it is still important for maintaining consumer engagement. Brands should find a balance between frequent updates and content quality to avoid overwhelming their audience. **Enhance Digital Content Strategies:** The strong relationship between digital content marketing consumption and purchase decisions (H3) highlights the need for brands to invest in comprehensive digital content strategies. This includes creating high-quality, engaging, and relevant content tailored to consumer preferences. **Monitor and Adapt:** Brands and marketers should continuously monitor the performance of their digital content using metrics like engagement rates and adjust their strategies based on consumer feedback and behavior. The critical role of digital content marketing in influencing consumer behavior.

Research Limitations

The conceptual model excludes any mediators or moderators influencing the relationship between digital content marketing consumption and customer purchase decisions. Cross-Sectional Design: The study used a cross-sectional design, which captures data at a single point in time. This limits the ability to draw causal inferences or observe changes in consumer behavior over time. Limited Scope of Content Formats; While the study examined textual, image, audio, video, and interactive content, it did not explore emerging formats like AR, VR, or live streaming, which are gaining traction in digital marketing.

References

Akhtar, M. I. (2016). Research design. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.2862445

Alzubi, A. (2023). The Evolving Relationship between Digital and Conventional Media: A Study of Media Consumption Habits in the Digital Era. Human Nature Research Publisher, Vol.4, No.3(No.3), Pp.1-13.

Alzubi, A. M. (2022). Impact of new digital media on conventional media and visual communication in Jordan. *Journal of Engineering Technology and Applied Science (JETAS)*, *4*(3), 105–113. https://doi.org/10.36079/lamintang.jetas-0403.383

Bakar, S. A., Ahmad, N. S., & Musa, R. (2017). Exploring the roles of Social Media Content Marketing (SMCM) towards Return on Investment (ROI): A. . . ResearchGate. https://www.researchgate.net/publication/344948152_Exploring_the

_Roles_of_Social_Media_Content_Marketing_SMCM_Towards_Re
turn_on_Investment_ROI_A_Conceptual_Paper

Baroutsis, A., Eckert, C., Newman, S., & Adams, D. (2021). How is autism portrayed in news media? A content analysis of Australian newspapers articles from 2016–2018. *Disability & Society*, *38*(6), 963–986. https://doi.org/10.1080/09687599.2021.1971067

Belch, G. E., & Belch, M. A. (2017). Advertising and Promotion: An Integrated Marketing Communications perspective. McGraw-Hill Education.

Berger, J. (2016). *Contagious: Why Things Catch On*. Simon and Schuster.

Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, *49*(2), 192–205. https://doi.org/10.1509/jmr.10.0353

Bhardwaj, P. (2019). Types of sampling in research. Journal of the Practice of Cardiovascular Sciences, 5(3), 157. https://doi.org/10.4103/jpcs.jpcs_62_19

Bhargava, H. K. (2022). The creator economy: managing ecosystem supply, revenue sharing, and platform design. Management Science, 68(7), 5233–5251. https://doi.org/10.1287/mnsc.2021.4126

Bigne, E., Ruiz, C., Cuenca, A., Perez, C., & Garcia, A. (2021). What drives the helpfulness of online reviews? A deep learning study of sentiment analysis, pictorial content and reviewer expertise for mature destinations. Journal of Destination Marketing & Management, 20, 100570. https://doi.org/10.1016/j.jdmm.2021.100570

Bird, A., Durham, R., Holcomb, S., & Thakar, S. (2019). When the content consumer is king: adapting to the media and marketing power shift. In McKinsey & Company. Retrieved October 19, 2024, from https://www.mckinsey.com/~/media/McKinsey/Industries/Technolo

gy%20Media%20and%20Telecommunications/Media%20and%20E
ntertainment/Our%20Insights/When%20the%20content%20consum
er%20is%20king/When-the-content-consumer-is-king.pdf

Breadfast. (n.d.). Household essentials, from bread to everything - Breadfast. Retrieved November 9, 2024, from https://www.breadfast.com/

Bryce, A. (2023, October 3). Sounding Off: Why Audio is the Surprising Star of Customer Engagement. Boston Consulting Group. https://www.bcg.com/x/the-multiplier/sounding-off-why-audio-is-the-surprising-star-of-customer-engagement

Bukhowa, B., Alhalwachi, L., Alkhater, N., Taqi, N., Burshaid, B., & Danish, F. (2024). The impact of digital marketing on customer purchase decisions: The moderating influence of brand equity. In *Studies in systems, decision and control* (pp. 351–369). https://doi.org/10.1007/978-3-031-62106-2_28

Butcher, L., Phau, I., & Shimul, A. S. (2017). Uniqueness and status consumption in Generation Y consumers. Marketing Intelligence & Planning, 35(5), 673–687. https://doi.org/10.1108/mip-12-2016-0216

CAPMAS. (2022). Retrieved January 14, 2025, from https://www.capmas.gov.eg/HomePage.aspx

Chae, I., Schweidel, D. A., Evgeniou, T., & Padmanabhan, V. (2024). EXPRESS: Mixing User- and Publisher-Generated Content: Quantifying UGC Spillover Effect in a Hybrid Content environment. Journal of Interactive Marketing. https://doi.org/10.1177/10949968241249949

Chan, I. C. C., Chen, Z., & Leung, D. (2023). The more the better? Strategizing visual elements in social media marketing. *Journal of*

Hospitality and Tourism Management, *54*, 268–289. https://doi.org/10.1016/j.jhtm.2022.11.007

Chaves, L. (2024, September 2). 50 Video Marketing Statistics, Data, & Insights (2024). Vidico. https://vidico.com/news/video-marketing-statistics/

Datta, H., Knox, G., & Bronnenberg, B. J. (2017). Changing Their Tune: How consumers' adoption of online streaming affects music consumption and discovery. Marketing Science, 37(1), 5–21. https://doi.org/10.1287/mksc.2017.1051

Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-Methods Research: A Discussion on its Types, Challenges, and Criticisms. Journal of Practical Studies in Education, 2(2), 25–36. https://doi.org/10.46809/jpse.v2i2.20

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. International Journal of Advertising, 36(5), 798–828. https://doi.org/10.1080/02650487.2017.1348035

Dennis, C., Merrilees, B., Jayawardhena, C., & Wright, L. T. (2009). E-consumer behaviour. *European Journal of Marketing*, *43*(9/10), 1121–1139. https://doi.org/10.1108/03090560910976393

Diaz, J., Poblete, B., & Bravo-Marquez, F. (2020). An integrated model for textual social media data with spatio-temporal dimensions. Information Processing & Management, 57(5), 102219. https://doi.org/10.1016/j.ipm.2020.102219

Dirsehan, T. (2020). Managing customer experiences in an omnichannel world: Melody of Online and Offline Environments in the Customer Journey. Emerald Group Publishing.

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. Journal of Strategic Marketing, 24(3–4), 261–277. https://doi.org/10.1080/0965254x.2015.1095222

Du Plessis, C. (2022). A scoping review of the effect of content marketing on online consumer behavior. *SAGE Open*, *12*(2), 215824402210930. https://doi.org/10.1177/21582440221093042

Dubois, E., & Blank, G. (2018). The echo chamber is overstated: the moderating effect of political interest and diverse media. *Information Communication & Society*, *21*(5), 729–745. https://doi.org/10.1080/1369118x.2018.1428656

Eisingerich, A. B., Marchand, A., Fritze, M. P., & Dong, L. (2019). Hook vs. hope: How to enhance customer engagement through gamification. International Journal of Research in Marketing, 36(2), 200–215. https://doi.org/10.1016/j.ijresmar.2019.02.003

Falkowski-Gilski, P., & Uhl, T. (2020). Current trends in consumption of multimedia content using online streaming platforms: A user-centric survey. Computer Science Review, 37, 100268. https://doi.org/10.1016/j.cosrev.2020.100268

Florida, R. (2022). THE RISE OF THE CREATOR ECONOMY. Retrieved October 19, 2024, from https://creativeclass.com/reports/The_Rise_of_the_Creator_Economy.pdf

Försch, S., & De Haan, E. (2018). Targeting online display ads: Choosing their frequency and spacing. International Journal of Research in Marketing, 35(4), 661–672. https://doi.org/10.1016/j.ijresmar.2018.09.002

Gartner. (2020). *B2B Buying: How top CSOs and CMOs optimize the journey*. www.gartner.com. Retrieved January 24, 2025, from https://www.gartner.com/en/sales/insights/b2b-buying-journey

Gbadamosi, A. (2024). *Consumer behaviour and digital transformation*. Taylor & Francis.

Gu, C., & Duan, Q. (2024). Exploring the dynamics of consumer engagement in social media influencer marketing: from the self-determination theory perspective. *Humanities and Social Sciences Communications*, *11*(1). https://doi.org/10.1057/s41599-024-03127-w

Güngör, A. S., & Çadırcı, T. O. (2022). Understanding digital consumer: A review, synthesis, and future research agenda. *International Journal of Consumer Studies*, *46*(5), 1829–1858. https://doi.org/10.1111/ijcs.12809

Haan, K. (2024, March 28). Content Marketing Statistics for 2024. Forbes Advisor. https://www.forbes.com/advisor/business/software/content-marketing-statistics/

Hanson, S., Jiang, L., & Dahl, D. (2018). Enhancing consumer engagement in an online brand community via user reputation signals: a multi-method analysis. Journal of the Academy of Marketing Science, 47(2), 349–367. https://doi.org/10.1007/s11747-018-0617-2

Hayes, A. F. (2018). Partial, conditional, and moderated moderated mediation: Quantification, inference, and interpretation. Communication Monographs, 85(1), 4–40. https://doi.org/10.1080/03637751.2017.1352100

Hennink, M., Hutter, I., & Bailey, A. (2010). Qualitative research methods. SAGE.

Hlee, S., Lee, J., Yang, S., & Koo, C. (2019). The moderating effect of restaurant type on hedonic versus utilitarian review evaluations.

International Journal of Hospitality Management, 77, 195–206. https://doi.org/10.1016/j.ijhm.2018.06.030

Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. Journal of Research in Interactive Marketing, 14(1), 133–151. https://doi.org/10.1108/jrim-06-2018-0082

Hollebeek, L. D., & Macky, K. (2019). Digital content Marketing's role in fostering consumer engagement, trust, and value: framework, fundamental propositions, and implications. Journal of Interactive Marketing, 45, 27–41. https://doi.org/10.1016/j.intmar.2018.07.003

Hollebeek, L. D., Sprott, D. E., Andreassen, T. W., Costley, C., Klaus, P., Kuppelwieser, V., Karahasanovic, A., Taguchi, T., Islam, J. U., & Rather, R. A. (2019). Customer engagement in evolving technological environments: synopsis and guiding propositions. European Journal of Marketing, 53(9), 2018–2023. https://doi.org/10.1108/ejm-09-2019-970

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, *8*(4), 269–293. https://doi.org/10.1108/jrim-02-2014-0013

Hudders, L., De Jans, S., & De Veirman, M. (2020). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. International Journal of Advertising, 40(3), 327–375. https://doi.org/10.1080/02650487.2020.1836925

Ian. (2023, September 26). The Ultimate guide to content formats. Marketing Strategy. https://www.marketingstrategy.com/the-ultimate-guide-to-content-formats/

Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2019). The role of consumer engagement in recovering online service failures: an application of service-dominant logic. In Edward Elgar Publishing eBooks. https://doi.org/10.4337/9781788114899.00030

Istrate, R., Tulus, V., Grass, R. N., Vanbever, L., Stark, W. J., & Guillén-Gosálbez, G. (2024). The environmental sustainability of digital content consumption. *Nature Communications*, *15*(1). https://doi.org/10.1038/s41467-024-47621-w

Järvinen, J., & Taiminen, H. (2015). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, *54*, 164–175. https://doi.org/10.1016/j.indmarman.2015.07.002

Johnson, N. E., Short, J. C., Chandler, J. A., & Jordan, S. L. (2022). Introducing the contentpreneur: Making the case for research on content creation-based online platforms. Journal of Business Venturing Insights, 18, e00328. https://doi.org/10.1016/j.jbvi.2022.e00328

Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2019). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. Telematics and Informatics, 46, 101321. https://doi.org/10.1016/j.tele.2019.101321

Keke, M. E. (2022). The use of digital marketing in information transport in social media: the example of Turkish companies. *Transportation Research Procedia*, *63*, 2579–2588. https://doi.org/10.1016/j.trpro.2022.06.297

Khoso, M. (2022, January 18). An Interview with Breadfast CEO Mostafa Amin. Emergent. Retrieved November 9, 2024, from https://www.reademergent.com/p/an-interview-with-breadfast-ceo-mostafa-amin

Kim, E., Ratneshwar, S., & Thorson, E. (2017). Why narrative ads work: An Integrated Process explanation. Journal of Advertising, 46(2), 283–296. https://doi.org/10.1080/00913367.2016.1268984

Kim, G., & Moon, I. (2020). Online banner advertisement scheduling for advertising effectiveness. Computers & Industrial Engineering, 140, 106226. https://doi.org/10.1016/j.cie.2019.106226

Koh, Y., Lee, M., Kim, J., & Yang, Y. (2020). Successful restaurant crowdfunding: the role of linguistic style. International Journal of Contemporary Hospitality Management, 32(10), 3051–3066. https://doi.org/10.1108/ijchm-02-2020-0159

Kothari, C. R. (2004). *Research methodology: Methods and Techniques*. New Age International.

Kotler, P., & Armstrong, G. (2021). Principles of Marketing, Global Edition. Pearson Higher Ed.

Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management*. Pearson.

Kumar, D. (2015). *Consumer behaviour: Includes Online Buying Trends*. Oxford University Press, USA.

Kumar, V., Ramachandran, D., & Kumar, B. (2020). Influence of new-age technologies on marketing: A research agenda. Journal of Business Research, 125, 864–877. https://doi.org/10.1016/j.jbusres.2020.01.007

Leclercq, T., Poncin, I., & Hammedi, W. (2017). The engagement process during value Co-Creation: gamification in new Product-Development platforms. International Journal of Electronic Commerce, 21(4), 454–488. https://doi.org/10.1080/10864415.2016.1355638

Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. Management Science, 64(11), 5105–5131. https://doi.org/10.1287/mnsc.2017.2902

Li, J., Dong, W., & Ren, J. (2024). The effects of user- and marketer-generated content on customer satisfaction: A textual analysis approach. *Electronic Commerce Research and Applications*, 101407. https://doi.org/10.1016/j.elerap.2024.101407

Lim, H., & Childs, M. (2020). Visual storytelling on Instagram: branded photo narrative and the role of telepresence. Journal of Research in Interactive Marketing, 14(1), 33–50. https://doi.org/10.1108/jrim-09-2018-0115

Liu, X., Shi, S. W., Teixeira, T., & Wedel, M. (2018). Video Content Marketing: The making of Clips. Journal of Marketing, 82(4), 86–101. https://doi.org/10.1509/jm.16.0048

Lombart, C., Millan, E., Normand, J., Verhulst, A., Labbé-Pinlon, B., & Moreau, G. (2020). Effects of physical, non-immersive virtual, and immersive virtual store environments on consumers' perceptions and purchase behavior. *Computers in Human Behavior*, *110*, 106374. https://doi.org/10.1016/j.chb.2020.106374

Lou, C., & Xie, Q. (2020). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. International Journal of Advertising, 40(3), 376–402. https://doi.org/10.1080/02650487.2020.1788311

Ma, L., Sun, B., & Kekre, S. (2015). The squeaky Wheel Gets the Grease—An Empirical analysis of customer voice and firm intervention on Twitter. Marketing Science, 34(5), 627–645. https://doi.org/10.1287/mksc.2015.0912

Ma, X. (2023). Social influence on digital content contribution and consumption. In Management for professionals. https://doi.org/10.1007/978-981-99-6737-7

Mahmood, A., & Sismeiro, C. (2017). Will they come and will they stay? Online social networks and news consumption on external websites. Journal of Interactive Marketing, 37(1), 117–132. https://doi.org/10.1016/j.intmar.2016.10.003

Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). Marketing research. Pearson UK.

Mann, R. B., & Blumberg, F. (2022). Adolescents and social media: The effects of frequency of use, self-presentation, social comparison, and self esteem on possible self imagery. Acta Psychologica, 228, 103629. https://doi.org/10.1016/j.actpsy.2022.103629

Mathew, V., & Soliman, M. (2020). Does digital content marketing affect tourism consumer behavior? An extension of technology acceptance model. Journal of Consumer Behaviour, 20(1), 61–75. https://doi.org/10.1002/cb.1854

Menon, V., & Muraleedharan, A. (2020). Internet-based surveys: relevance, methodological considerations and troubleshooting strategies. General Psychiatry, 33(5), e100264. https://doi.org/10.1136/gpsych-2020-100264

Montag, C., & Elhai, J. D. (2019). A new agenda for personality psychology in the digital age? Personality and Individual Differences, 147, 128–134. https://doi.org/10.1016/j.paid.2019.03.045

Mu, J., Thomas, E., Qi, J., & Tan, Y. (2018). Online group influence and digital product consumption. Journal of the Academy of Marketing Science, 46(5), 921–947. https://doi.org/10.1007/s11747-018-0578-5

Mukesh, K., Abdul Talib, S., & T. Ramayah. (2017). Business research methods. In Google Books. Oxford University Press. Retrieved

November 18, 2024, from https://books.google.com.eg/books/about/Business_research_methods.html?id=x3rovgEACAAJ&redir_esc=y

Mulier, L., Slabbinck, H., & Vermeir, I. (2021). This way up: The effectiveness of mobile vertical video marketing. Journal of Interactive Marketing, 55, 1–15. https://doi.org/10.1016/j.intmar.2020.12.002

Nikulina, O., Van Riel, A. C. R., Lemmink, J. G. a. M., Grewal, D., & Wetzels, M. (2024). Narrate, act, and resonate to tell a visual story: A systematic review of how images transport viewers. *Journal of Advertising*, 1–21. https://doi.org/10.1080/00913367.2024.2309921

Pace, D. S. (2021). Probability and Non-Probability Sampling - an entry point for undergraduate researchers. SSRN Electronic Journal. https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID3851952_code4618069.pdf?abstractid=3851952&mirid=1

Pahwa, A. (2023, April 25). What is creator economy? how does it work? Feedough. https://www.feedough.com/creator-economy-guide/

Phillips, B. J., & McQuarrie, E. F. (2010). Narrative and persuasion in fashion advertising. Journal of Consumer Research, 37(3), 368–392. https://doi.org/10.1086/653087

Pittman, M., & Abell, A. (2021). More trust in fewer followers: diverging effects of popularity metrics and green orientation social media influencers. Journal of Interactive Marketing, 56, 70–82. https://doi.org/10.1016/j.intmar.2021.05.002

Pulizzi, J. (2012). The rise of storytelling as the new marketing. Publishing Research Quarterly, 28(2), 116–123. https://doi.org/10.1007/s12109-012-9264-5

Qian, K., & Jain, S. (2024). Digital Content Creation: An analysis of the impact of recommendation systems. Management Science. https://doi.org/10.1287/mnsc.2022.03655

Rahman, M. S. (2016). The Advantages and Disadvantages of using qualitative and quantitative approaches and methods in language ''Testing and Assessment'' research: A literature review. *Journal of Education and Learning*, *6*(1), 102. https://doi.org/10.5539/jel.v6n1p102

Rancati, E., & Gordini, N. (2015). Content marketing: conceptualizing and measuring. Evidence from a sample of Italian firms. *European Scientific Journal*, *14(34), pp.92–103*. https://boa.unimib.it/handle/10281/83390

Rasool, A., Shah, F. A., & Islam, J. U. (2020). Customer engagement in the digital age: a review and research agenda. *Current Opinion in Psychology*, *36*, 96–100. https://doi.org/10.1016/j.copsyc.2020.05.003

Rhuggenaath, J., Akcay, A., Zhang, Y., & Kaymak, U. (2019). Optimal display-ad allocation with guaranteed contracts and supply side platforms. Computers & Industrial Engineering, 137, 106071. https://doi.org/10.1016/j.cie.2019.106071

Rietveld, R., Van Dolen, W., Mazloom, M., & Worring, M. (2019). What you Feel, Is what you like Influence of Message Appeals on Customer Engagement on Instagram. Journal of Interactive Marketing, 49(1), 20–53. https://doi.org/10.1016/j.intmar.2019.06.003

Sekaran, U. (2003). Research methods for business.

Setia, M. (2016). Methodology series module 3: Cross-sectional studies. Indian Journal of Dermatology, 61(3), 261. https://doi.org/10.4103/0019-5154.182410

Shah, D., Webster, E., & Kour, G. (2022). Consuming for content? Understanding social media-centric consumption. Journal of Business Research, 155, 113408. https://doi.org/10.1016/j.jbusres.2022.113408

Soiferman, L. K. (2010). Compare and Contrast Inductive and Deductive Research Approaches. Institute of Education Sciences. http://files.eric.ed.gov/fulltext/ED542066.pdf

Solomon, M. R. (2015). Consumer behavior: Buying, Having, and Being. Prentice Hall.

Srivastava, R., Gupta, P., Kumar, H., & Tuli, N. (2023). Digital customer engagement: A systematic literature review and research agenda. Australian Journal of Management, 031289622311770. https://doi.org/10.1177/03128962231177096

Tafesse, W. (2020). YouTube marketing: how marketers' video optimization practices influence video views. Internet Research, 30(6), 1689–1707. https://doi.org/10.1108/intr-10-2019-0406

Tafesse, W., & Dayan, M. (2023). Content creators' participation in the creator economy: Examining the effect of creators' content sharing frequency on user engagement behavior on digital platforms. Journal of Retailing and Consumer Services, 73, 103357. https://doi.org/10.1016/j.jretconser.2023.103357

Tafesse, W., & Wood, B. P. (2020). Followers' engagement with instagram influencers: The role of influencers' content and engagement strategy. Journal of Retailing and Consumer Services, 58, 102303. https://doi.org/10.1016/j.jretconser.2020.102303

Taiminen, K., & Ranaweera, C. (2019). Fostering brand engagement and value-laden trusted B2B relationships through digital content marketing. European Journal of Marketing, 53(9), 1759–1781. https://doi.org/10.1108/ejm-10-2017-0794

Terho, H., Mero, J., Siutla, L., & Jaakkola, E. (2022). Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, *105*, 294–310. https://doi.org/10.1016/j.indmarman.2022.06.006

Trotter, R. T. (2012). Qualitative research sample design and sample size: Resolving and unresolved issues and inferential imperatives. Preventive Medicine, 55(5), 398–400. https://doi.org/10.1016/j.ypmed.2012.07.003

Valls, J. (2018). Customer-Centricity: The New Path to Product Innovation and Profitability.

Valsesia, F., Proserpio, D., & Nunes, J. C. (2020). The positive effect of not following others on social media. Journal of Marketing Research, 57(6), 1152–1168. https://doi.org/10.1177/0022243720915467

Van Laer, T., Feiereisen, S., & Visconti, L. M. (2018). Storytelling in the digital era: A meta-analysis of relevant moderators of the narrative transportation effect. Journal of Business Research, 96, 135–146. https://doi.org/10.1016/j.jbusres.2018.10.053

Varey, R. (2002). Marketing communication: A Critical Introduction. Routledge.

Verhoef, P. C., Kannan, P., & Inman, J. J. (2015). From Multi-Channel retailing to Omni-Channel retailing. *Journal of Retailing*, *91*(2), 174–181. https://doi.org/10.1016/j.jretai.2015.02.005

Vieira, V. A., De Almeida, M. I. S., Agnihotri, R., De Arruda Corrêa Da Silva, N. S., & Arunachalam, S. (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. Journal of the Academy of Marketing Science, 47(6), 1085–1108. https://doi.org/10.1007/s11747-019-00687-1

Wall, A., & Spinuzzi, C. (2018). The art of selling-without-selling: Understanding the genre ecologies of content marketing. *Technical Communication Quarterly*, *27*(2), 137–160. https://doi.org/10.1080/10572252.2018.1425483

Wei, M., Liu, M., Xu, J., Li, S., & Cao, J. (2022). Understanding the influence of sensory advertising of tourism destinations on visit intention with a modified AIDA model. Asia Pacific Journal of Tourism Research, 27(3), 259–273. https://doi.org/10.1080/10941665.2022.2061367

Weiger, W. H., Wetzel, H. A., & Hammerschmidt, M. (2019). Who's pulling the strings? *European Journal of Marketing*, *53*(9), 1808–1832. https://doi.org/10.1108/ejm-10-2017-0777

Weinberg, J. (2023). Building trust in political office: Testing the efficacy of political contact and authentic communication. *Political Studies*. https://doi.org/10.1177/00323217231185706

Weng, L., Huang, Z., & Bao, J. (2021). A model of tourism advertising effects. Tourism Management, 85, 104278. https://doi.org/10.1016/j.tourman.2020.104278

Westcott, K., Katzenstein, W., Auxier, B., Arbanas, J., & Ortiz, D. (2024). An introduction to Deloitte's 2024 digital media trends. In Deloitte Insights. Retrieved October 22, 2024, from https://www2.deloitte.com/content/dam/insights/articles/us176942_tmt_digital-media-trends-2024/DI_Digital-media-trends-2024.pdf

Wiggins, C. D. (2022). Online customer engagement: a practical exploration of antecedents and metrics for new content marketers. SN Business & Economics, 2(2). https://doi.org/10.1007/s43546-021-00186-y

Witt, K. (2019). Handout -Types of Research Designs Exploratory design. *Nyit*.

https://www.academia.edu/38753938/Handout_Types_of_Research_
Designs_Exploratory_Design

Wolf, T., Weiger, W. H., & Hammerschmidt, M. (2020). Experiences that matter? The motivational experiences and business outcomes of gamified services. Journal of Business Research, 106, 353–364. https://doi.org/10.1016/j.jbusres.2018.12.058

Wylie, N. (2024, September 16). Visual Content Marketing Guide: The 2024 Edition. Filestage: The world's best-rated review and approval platform. https://filestage.io/blog/visual-content-marketing/#:~:text=Visual%20content%20marketing%20involves%20strategically%20using

Yaghtin, S., Safarzadeh, H., & Zand, M. K. (2021). B2B digital content marketing in uncertain situations: a systematic review. *Journal of Business and Industrial Marketing*, *37*(9), 1852–1866. https://doi.org/10.1108/jbim-03-2021-0174

Yang, M., Ren, Y., & Adomavicius, G. (2019). Understanding User-Generated content and Customer engagement on Facebook business pages. Information Systems Research, 30(3), 839–855. https://doi.org/10.1287/isre.2019.0834

Zhang, N., Guo, X., Zhang, L., & He, L. (2021). How to repair public trust effectively: Research on enterprise online public opinion crisis response. *Electronic Commerce Research and Applications*, *49*, 101077. https://doi.org/10.1016/j.elerap.2021.101077

Zhao, L., Zhang, M., Ming, Y., Niu, T., & Wang, Y. (2022). The effect of image richness on customer engagement: Evidence from Sina Weibo. Journal of Business Research, 154, 113307. https://doi.org/10.1016/j.jbusres.2022.113307