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CONTENT MARKETING, BRAND AWARENESS, AND CUSTOMER LOYALTY IN EMERGING MARKET

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Abstract. In the dynamic landscape of emerging markets, where digital transformation and cultural nuances shape consumer behaviour, this study delves into the intricate interplay between content marketing, brand awareness, and customer loyalty within Egypt's burgeoning automobile industry from October 2024 to mid-January 2025. By employing a dual-perspective approach—capturing insights from both marketing teams and consumers—this research uncovers the pivotal role of brand awareness as a mediator in transforming content marketing efforts into enduring customer loyalty. Through a robust methodology involving 763 participants and advanced statistical analyses, the study reveals that while content marketing significantly enhances brand awareness, this heightened awareness ultimately drives customer loyalty. The findings underscore the importance of crafting high-quality, culturally resonant content that balances informational and entertainment value, particularly in a market characterized by diverse consumer preferences and digital literacy levels. Notably, the study highlights that brand loyalty is more strongly influenced by brand awareness than content marketing alone, emphasizing the need for marketers to prioritize strategies that amplify brand visibility and emotional connection. This research contributes to the growing body of knowledge on content marketing in emerging markets and offers actionable insights for practitioners aiming to navigate the complexities of the Egyptian market. This study provides a roadmap for leveraging content marketing to build brand equity and foster long-term customer loyalty in rapidly evolving economic environments by bridging the gap between theory and practice.

Keywords: content marketing; brand awareness; customer loyalty; Egypt; automobile market

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JEL Classifications: M31, O30

1. Introduction

The success of brands in emerging markets relies on fostering robust relationships with consumers (Vyadeshwari, 2024). Establishing client loyalty is vital, particularly in dynamic and competitive settings like Egypt (Nagaty & El-Menawy, 2023). Establishing and maintaining these interactions depends on brand awareness—the degree of customer knowledge of a brand and its goods (Saleem et al., 2015; Ge & Ge, 2023). It influences overall brand propensity and customer buying decisions (Tolba, 2011). Content marketing is a powerful tool for increasing brand recognition and creating close relationships with target markets (Muharam et al., 2024). It means producing and distributing valuable, relevant, consistent information to draw in and keep a mainly targeted audience (Rady, 2018). Strategic content generation allows companies to interact with consumers, tell them about their goods, and establish themselves as thought leaders in their fields (Gaber & Elsamadicy, 2021; Eltokhy et al., 2024). Content marketing and customer loyalty have a complex relationship (Huang & Bunchapattanasakda, 2023). Good content marketing can improve brand awareness and influence customer loyalty, but this link is not direct (Huang & Bunchapattanasakda, 2023). Content marketing's ability to build

consumer loyalty is impacted by several mediating variables (Omar, 2020; Bazi et al., 2023). Previous studies have shown the importance of brand awareness in tying customer loyalty with marketing campaigns (Alam et al., 2023). Research shows that in this connection brand awareness acts as a mediator between awareness of brands (Ishaq et al., 2014; Saleem et al., 2015). Content marketing's ability to create customer loyalty depends on brand recognition (Saleem et al., 2015). Research shows that client purchase intentions are much influenced by brand awareness, therefore impacting customer loyalty (Gaber & Elsamadicy, 2021).

Emerging markets provide different challenges and opportunities for marketers (Hollebeek et al., 2022). These markets show quick economic growth, rising disposable income and a growing middle class (Dabija et al., 2018). Still, they run against challenges, including poor infrastructure, changing economic times, and a diverse client base (Jimenez et al., 2016). Marketers must adapt their approaches to negotiate these obstacles and effectively include consumers in these evolving environments (Kristiyono et al., 2023). In Egypt, Eltokhy et al. (2024) discovered that customers' opinion of brand image in the telecoms sector is much influenced by digital content marketing (DCM). This implies that interesting and memorable materials can build confidence and favorable impressions, improving brand recognition. The study covers only one industry. Hence, its conclusions might not apply to other areas. More studies are required to investigate how content marketing affects brand awareness in various sectors of the Egyptian economy. The link between content marketing and client loyalty depends critically on brand recognition. As Shaina (2024) points out, brand awareness shows the consumer's capacity to identify and remember a particular brand, affecting purchasing decisions and loyalty. Khan et al. (2022) state that higher brand awareness increases familiarity, trust, and favorable brand connections, fostering consumer loyalty.

Brand awareness considerably enhances customer loyalty in emerging nations such as Egypt. In Bangladesh, Alam et al. (2023) discovered a positive relationship between brand awareness and consumer loyalty, implying that customer loyalty may also rise when brand awareness increases. However, the study does not investigate the precise processes by which brand awareness affects loyalty in Egypt. This discrepancy emphasizes the necessity of more investigation to comprehend how cultural and market-specific elements might influence this interaction. Various settings have been used to investigate the mediator function of brand awareness in the link between content marketing and consumer loyalty. Using their impact on brand image, Saleem et al. (2015) discovered that brand awareness favorably affects brand loyalty. Likewise, Anwar and Ali (2017) showed via customer satisfaction that brand awareness significantly affects consumer loyalty. These results imply that content marketing may raise brand recognition, fostering consumer loyalty and satisfaction.

However, there is little research on the mediating function of brand awareness in the Egyptian setting. By developing client loyalty, Nagi and Mohammed (2021) underline the relevance of digital marketing, especially content marketing, in generating long-term business development. Their research does not look at the mediating function of brand awareness. This disparity emphasizes the necessity of more studies to investigate how brand awareness moderates Egypt's link between content marketing and consumer loyalty.

Egypt offers special chances and difficulties for content marketing as an emerging market. Content marketing tactics find a suitable environment in the fast acceptance of digital technology and the presence of mobile devices (Nagi & Mohammed, 2021). However, issues like different degrees of digital literacy, poor access to trustworthy internet services, and a varied customer base need careful thought when creating and running content marketing efforts. Furthermore, cultural subtleties are pretty important in determining consumer behaviour in Egypt. Mohamed and Fahmi (2014) underline in building successful content marketing strategies, they need to know the cultural legacy, different demography, and changing societal values. The literature on the influence of cultural elements on brand recognition and consumer loyalty in Egypt is scant, nonetheless. Investigating how cultural subtleties affect the efficacy of content marketing techniques in increasing brand recognition and developing consumer loyalty is still much needed.

Brand awareness is A fundamental mediator between consumer loyalty and content marketing. It acts as a means of channelling the effectiveness of content marketing campaigns in fostering customer loyalty. It helps build a strong brand presence, which is essential to turning marketing initiatives into lifelong customer relationships (Zia et al., 2022; Ismail, 2017; Julaeha, 2024). It's based on the following. Boosting brand loyalty: Through

raising brand awareness, content marketing may significantly increase brand loyalty. Customers who recognize and know organizations they value are more likely to build emotional ties and trust with them (Zia et al., 2022; Tijjag et al., 2023; Julaeha, 2024). Content marketing strategies that improve brand awareness through customer interaction are more successful: instructional articles, amusing films, and engaging social media posts. A key component of brand loyalty and client participation is raised by this consciousness (Julaeha, 2024). Brand awareness is essential to brand loyalty under trust and emotional connection, which helps consumers build trust and emotional relationships with them. Consumer knowledge of a brand improves confidence and emotional connection, increasing loyalty (Tijjag et al., 2023; Julaeha, 2024). Greater brand recognition raises the apparent value and quality of the material. Consumers are more willing to connect with and enjoy information from known brands, thereby building loyalty (Julaeha, 2024).

Evaluating brand awareness as a mediator between content marketing and customer loyalty has great potential benefits for academics. This area of research might assist in understanding how the efficacy of content marketing strategies in building consumer loyalty depends on brand awareness. By improving the mediation effects between content marketing and customer loyalty, academics may learn more about the mechanisms behind customer loyalty (Zollo et al., 2020; Aljuhmani et al., 2022; Bui et al., 2023). Especially in digital and social media contexts, knowing the mediating function of brand awareness helps academics assist businesses in developing more effective content marketing strategies that enhance brand loyalty (Tyrväinen et al., 2023; Bui et al., 2023; Al-Dmour et al., 2023).

Logistics, travel, and banking (Tijjag et al., 2023; Al-Dmour et al., 2023; Chahal & Bala, 2023), among other industries, may find a use for the outcomes. They offer a framework for assessing how brand awareness shapes customer loyalty in the banking, tourism, and logistics sectors. Supporting Brand Equity Research: This study might serve to enlarge the broader field of brand equity by understanding how brand awareness, as part of brand equity, impacts customer views and loyalty (Zollo et al., 2020; Ibrahim, 2021). The knowledge gained might direct further research initiatives, including looking at the impact of brand awareness on numerous types of content marketing or the function of brand awareness in different cultural or economic settings (Khamitov et al., 2019; Chahal & Bala, 2023). Researching brand awareness as a mediator between content marketing and customer loyalty would greatly help academics. It enhances the broader field of brand equity research, helps to build winning strategies, and clarifies knowledge of marketing dynamics. This study area offers prospective cross-industry applications and creates a foundation for further research initiatives.

This paper aims to analyze, in Egypt as an emerging market, the mediating variable between content marketing and consumer loyalty: brand awareness (e.g., Andespa et al., 2023). This study looks at the mediating function of brand awareness to clarify how content marketing tactics could effectively build customer loyalty in a dynamic and expanding market (e.g., Almohaimmeed, 2019). Understanding these elements can give marketers hoping to use content marketing important new perspectives (e.g., ElAydi, 2018). This will help to increase brand visibility and support ongoing client interactions in Egypt.

2. Theoretical framework and literature review

For companies trying to establish strong customer connections, content marketing—a deliberate method to produce and distribute excellent, relevant, and consistent material to attract and keep a well-defined audience—has become even more critical (Nagi & Mohammed, 2021). Still, there is much to learn about the particular processes by which content marketing affects consumer loyalty. This section attempts to clarify the possible mediating role of brand awareness, a fundamental concept in marketing that denotes the consumer's knowledge and comprehension of a particular brand (Saleem et al., 2015).

For marketers, emerging markets like Egypt provide special possibilities and problems. These markets have complicated customer demographics, different degrees of digital literacy, and competitive environments, even if their development potential is sometimes great. In such surroundings, increasing the visibility and legitimacy of a company depends on raising brand awareness. Studies imply that consumer loyalty in emerging markets is much influenced by brand awareness (Alam et al., 2023; Anwar, 2023; Sunday & Olosoji, 2023). This is so because brand awareness can:

- A. A highly conscious client is likelier to see a brand favourably, fostering more confidence and loyalty (Sunday & Olosoji, 2023).
- B. Foster brand competency: Brand awareness may indicate the dependability and knowledge of a brand, so guiding consumers to choose it above rivals (Sunday & Olosoji, 2023).
- C. Customers who know a brand are more likely to connect it with specific values and advantages, influencing their buying behaviour (Sunday & Olosoji, 2023).

Especially in the digital realm, content marketing techniques can significantly raise brand awareness. Businesses may reach their target markets by producing interesting, educational, and relevant material, strengthening brand awareness and good relationships. Numerous studies show how well content marketing raises brand awareness:

- A. Social Media Marketing: Research on the Egyptian telecommunications sector indicates that digital content marketing (DCM) substantially affects consumers' brand image perceptions (Eltokhy et al., 2024). Engaging and memorable content cultivates trust and favorable perceptions, enhancing brand image and awareness.
- B. User-Generated Content (UGC): Although UGC and firm-generated content (FGC) did not exhibit a direct significant effect on brand loyalty, they remain pertinent to brand awareness (Zia et al., 2022). This implies that content marketing strategies should promote user participation and interaction to elevate brand awareness.
- C. Online Brand Community Engagement: Research on medical aesthetic clinics in Thailand illustrates the correlation between online brand community engagement and brand loyalty, underscoring the significance of brand awareness in this context (Phijaranakul, 2022).

These results imply that good content marketing may raise brand recognition through social media, user-generated content, and online community participation. On the other hand, the research implies that brand awareness might mediate between content marketing and consumer loyalty. This implies that content marketing indirectly shapes client loyalty by affecting brand awareness.

Studies conducted on its impact on brand image and brand awareness favourably affect brand loyalty (Saleem et al., 2015). This implies that a stronger brand image resulting from content marketing techniques raising brand awareness can inspire customer loyalty.

- A. Studies in Pakistan's textile industry and in relation to Laurier goods in Indonesia have revealed that brand awareness greatly affects consumer loyalty through customer satisfaction (Anwar & Ali, 2017; Anwar, 2023). These results imply that content marketing may raise brand recognition, increasing customer happiness and driving customer loyalty.
- B. Mediators' trust and loyalty: Studies on Kentucky Fried Chicken in Indonesia show the need for trust and loyalty as mediators in the link between brand awareness and brand equity (Rohman & Wijayanti, 2023). This suggests that content marketing may raise brand awareness, strengthen trust and loyalty, and support brand equity.

Although the literature provides convincing evidence for the mediation role of brand awareness in the content marketing-customer loyalty connection, more study is required to investigate this dynamic in the Egyptian environment.

- A. Egypt, an emerging market, offers both possibilities and difficulties for content marketing. Content marketing tactics find a suitable environment in the fast acceptance of digital technology and the presence of mobile devices (Nagi & Mohammed, 2021). However, issues like different degrees of digital literacy, restricted access to dependable internet connections, and a varied customer base need careful thought when creating and running content marketing efforts.
- B. Effective content marketing in Egypt depends on a knowledge of cultural quirks and consumer tastes. The rich cultural legacy, varied population, and changing societal values of the nation call for a sophisticated strategy for content development and delivery (Mohamed & Fahmi, 2014).
- C. Restricted Research Concentration: Though content marketing is becoming increasingly important in Egypt, there are few studies on the mediating effect of brand awareness in this emerging market. More studies are required to investigate how content marketing shapes consumer loyalty and brand recognition in Egypt.

This research assessment has underlined the important mediator role of brand awareness in the link between content marketing and consumer loyalty. Although studies conducted in other settings show clear proof of this dynamic, more studies are required to investigate these phenomena in the Egyptian market.

3. Study methodology and design

3.1 Research gap

Particularly in Egypt, an emerging market, this portion seeks to highlight gaps in the current research on the mediating role of brand awareness in the link between content marketing and consumer loyalty. Although much research has looked at the unique impacts of brand awareness, content marketing, and consumer loyalty, a thorough knowledge of how brand awareness is a mediating variable in this particular link remains elusive. Examining the body of current research, this review highlights important conclusions, points up areas of agreement and disagreement, and points up significant gaps that demand more study.

Many studies have shown how important brand awareness is for fostering consumer loyalty. Establishing brand awareness can help improve customer retention since (Zia et al., 2022) observed that brand awareness favourably affected brand loyalty in the fast-food sector. Tanudjaja and Sugiyanto (2023) similarly showed, especially when mediated by customer satisfaction, the significant impact of brand knowledge on customer loyalty in the Yoshinoya restaurant chain. These results highlight the need for brand awareness as a necessary antecedent to client loyalty.

Still, a major void in the literature is the dearth of particular studies examining the mediating role of brand awareness within Egypt. Although studies such as (ElAydi, 2018) have examined how social media marketing affects brand recognition in Egypt's mobile services industry, they do not specifically look at the relationship between brand awareness and consumer loyalty using content marketing. This emphasizes the importance of more study in the Egyptian market to grasp how brand awareness is a mediator in this particular link.

Conversely, content marketing has become quite an effective instrument for raising brand recognition and involving consumers. Content marketing is a useful digital marketing tool for improving brand exposure, according to (Vyadeshwari, 2024), which implies that businesses making good use of this tool have better brand recognition. Gaber and Elsamadicy (2021) underlined, even more, the part user-generated content on social media plays in affecting airline brand equity, including brand awareness, in 2021. These studies support how effectively content marketing raises brand recognition.

The literature does not, however, clearly show how content marketing, in its mediating capacity of brand awareness, especially fosters customer loyalty. Although Canny and Tunjungsari (2021) looked at the mediating effects of brand awareness and brand loyalty in the link between firm-generated content and purchase intention, they did not look at the direct influence of content marketing on customer loyalty mediated by brand awareness. The lack of empirical research, especially looking at this relationship in the Egyptian market, highlights this disparity even more and leaves a great void in our knowledge of how content marketing affects customer loyalty in this emerging market.

Many studies have looked at the several dimensions of consumer loyalty and its importance for the operation of companies. Saleem et al. (2015) showed that the beverage sector's brand loyalty is impacted by brand image, which is shaped by brand awareness and perceived quality. In the fashion sector, Sudirjo et al. (2023) likewise discovered a strong correlation between brand recognition and customer loyalty, suggesting that acknowledged brand qualities help to keep consumers. These results underline client loyalty's critical need to reach long-term corporate success.

The body of research does not fully grasp how content marketing, mediated by brand awareness, influences consumer loyalty. Although studies like those of Górska-Warsewicz and Kulykovets (2020) have looked at hotel customer loyalty, they do not address the particular role of brand awareness in mediating the link between content marketing and customer loyalty. In Egypt, where the emerging market environment offers special

possibilities and difficulties for companies to foster consumer loyalty using successful content marketing strategies, this gap is especially pertinent.

Examining the mediating role of brand awareness in the interaction between content marketing and consumer loyalty finds a special setting in the Egyptian market. Egypt has great chances for companies in a growing market to develop strong brands and foster devoted consumer bases. Nagaty and El-Menawy (2023) underlined the need for entrepreneurial marketing to drive business sustainability in Egypt's small and medium-sized businesses (SMEs), stressing the need for creative marketing strategies for success.

Nonetheless, there is a dearth of particular research examining the mediating influence of brand awareness in the framework of content marketing and consumer loyalty within the Egyptian market. Though studies like ElAydi (2018) have looked at social media marketing and brand awareness in Egypt, they do not thoroughly examine how brand awareness moderates the link between content marketing and consumer loyalty. This discrepancy in the literature emphasizes the necessity of more investigation to grasp the particular dynamics of brand development and consumer interaction in the Egyptian market.

3.2 Study problem

This paper explores the critical role of brand awareness as a mediator in the link between content marketing and consumer loyalty, especially looking at the Egyptian market as an emerging economy. Although many studies have looked at how digital marketing affects brand awareness and customer loyalty (Khan et al., 2022; Raj, 2024; Shaina, 2024), a major knowledge vacuum exists about the mediating role of brand awareness in the framework of content marketing, especially in the particular terrain of Egypt.

The Egyptian market is characterized by a growing digitally aware customer base (Sadek et al., 2018). This creates both possibilities and problems for businesses wanting to embrace content marketing. On one side, digital channels offer a direct means of interacting with and reaching customers (Van & Fah, 2022.). Conversely, customers are becoming more discriminating and demanding and want firms to offer interesting and customized information that fits their particular needs (Thundeniya & Dissanayake, 2024).

Developing good content marketing plans depends on an awareness of Egypt's changing customer behaviour patterns. This covers examining elements like:

- A. Finding the most often used social media sites and knowing how users interact with material on them would help one better understand their behavior (Eltokhy et al., 2024).
- B. Determining the kinds of information Egyptian customers find appealing—video content, interactive materials, or instructional materials—will help you target them better (Maisarah & Santoso, 2024).
- C. Examining customers' research and buying decisions—including the part internet reviews and suggestions play—helps one better understand their behaviour (Hermarenand Achyar, 2018).
- D. Knowing how Egyptian customers see various brands and the elements influencing their brand choices can help one to understand them better (Rohman & Wijayanti, 2023).

This study has major ramifications for companies in Egypt trying to use content marketing to boost brand awareness and customer loyalty. Understanding the mediating role of brand awareness helps businesses' content initiatives to be more focused and successful.

Based on the foregoing, the following question arises:

What is the role of brand awareness in the relationship between content marketing and customer loyalty in the Egyptian markets?

3.3 Study aims

This study sheds important light on the role of brand awareness as a mediator in the Egyptian market between content marketing and consumer loyalty. This information can enable companies and marketers to create more successful content marketing plans that support long-term brand survival.

3.4 Importance of the study

Particularly, this study can offer an understanding of:

- A. Finding the most successful content forms and channels for interacting and reaching target consumers in the Egyptian market will help to maximize content production and distribution strategies (Khasgiwala et al., 2024; Thundeniya & Dissanayake, 2024).
- B. Creating material that appeals to Egyptian consumers: Knowing the particular interests and motivations of various consumer categories, and customizing material in line with them (Eltokhy et al., 2024; Maisarah & Santoso, 2024).
- C. Leveraging social media effectively: Engaging consumers, raising brand awareness, and strengthening community (Van & Fah, 2022; Eltokhy et al., 2024).
- D. Evaluating content marketing's influence: Monitoring important indicators of brand recognition, interaction, and loyalty can help one evaluate the success of content marketing programs (Alam et al., 2023; Raj, 2024).

3.5 Study hypotheses

Based on a critical review of the given literature and their applicability to the research issue, this part presents the hypotheses of the study: Brand awareness as a mediator between content marketing and consumer loyalty: evidence from Egypt as emerging market.

Hypothesis 1: Content marketing positively influences brand awareness.

This theory suggests a straight positive link between brand recognition and content marketing initiatives. It is consistent with the results of several studies stressing the need of digital marketing in improving brand exposure and recognition (Izza et al., 2024; Khasgiwala et al., 2024; Raj, 2024; Vyadeshwari, 2024). For example, content and influencer marketing help increase brand recognition among TikHub Shop users in Cirebon City, according to Izza et al. (2024). Analogously, Khasgiwala et al. (2024) found a notable and favorable relationship between digital marketing strategies and brand recognition among users of digital media.

The basic ideas of content marketing help to justify this theory. Content marketing seeks to provide consistent, relevant, and valuable material to draw in and interact with a well-defined audience, therefore promoting lucrative consumer activity (Iqbal et al., 2024). Through a variety of content formats—blog entries, films, infographics, and social media updates—valuable information, entertainment, or solutions can help companies be more visible and reach a larger audience. More brand knowledge and recognition among possible consumers follow from this visibility.

This hypothesis should provide a positive link between brand awareness levels and the degree of content marketing activity intensity. This suggests that brand recognition within their target market would be better for companies using more successful and consistent content marketing techniques.

Hypothesis 2: Brand awareness positively influences customer loyalty.

This hypothesis implies a direct positive association between brand awareness and consumer loyalty. It extends on the accepted knowledge that developing consumer interactions depends critically on brand recognition and familiarity (Khan et al., 2022; Alam et al., 2023; Iqbal et al., 2024). Research has underlined how brand awareness influences customer loyalty, implying that customers are more likely to be devoted to companies they know and identify (Saleem et al., 2015; Khan et al., 2022; Alam et al., 2023). For instance, brand awareness mediated by social media marketing identified a favorable link between social media marketing and brand loyalty, Khan et al. (2022) reported.

The ideas of familiarity and trust justify this theory. Consumers are more likely to view a brand as trustworthy and reliable when they know of it (Sadek et al., 2018). This familiarity lowers doubt and danger about selecting a certain brand, fostering more confidence and loyalty. Long-term customer loyalty results from consumers being more likely to repeatedly buy items from brands they know and trust.

This theory's intended result is a positive link between consumer loyalty ratings and brand awareness degrees. Higher degrees of brand awareness implies that brands will attract more customer loyalty as customers are more likely to be familiar with, trust, and routinely buy from these companies.

Hypothesis 3: Brand awareness mediates the relationship between content marketing and customer loyalty. According to this theory, customer loyalty and content marketing mediate brand recognition. It suggests that content marketing influences customers.

3.6 Research design

This study employs two questionnaires to examine the relationships among content marketing, brand awareness, and customer loyalty. A design structured questionnaire based on validated measurement scales from prior literature tests the hypotheses. The study adopts a survey approach to collect customer and marketing teams' data, ensuring comprehensive perspectives on the constructs. The study applies a purposive sampling technique to ensure that participants have relevant experience with the brand and its marketing initiatives. The sample size is figured out using statistical power analysis, and at least 763 responses are needed to ensure that structural equation modelling (SEM) works well.

The constructs are measured using Likert-scale items adapted from prior studies, such as Content Marketing (Customer Point of View), and measured using items related to informative and entertainment value. Brand Awareness from the Marketing Teams' Perspective: Items assess customers' attention, recall, and engagement (Sánchez-Mena & Martí-Parreño, 2017; Samala et al., 2019). However, from the customers' perspective, the items assess factors such as logo recall, brand familiarity, and uniqueness (Yoo et al., 2000; Graciola et al., 2020). Finally, Customer Loyalty from the Marketing Teams' Perspective: Items capture customer commitment, advocacy, and the intention to recommend (Harwood & Garry, 2015; Samala et al., 2019). However, from the customers' perspective, items assess brand preference, purchase intent, and exclusivity (Yoo et al., 2000; Yoo & Donthu, 2001).

The study distributed the questionnaire electronically through email and social media platforms. A pilot test with 30 respondents ensures clarity and reliability for the items for two targeted audiences—marketing teams and customers. The study informed respondents of its purpose and ensured their voluntary participation. The current study included 763 participants, including marketing teams and customers of automobile companies operating in Egypt, whether locally manufactured or imported. In other words, the study utilized two samples of marketing teams and consumers, each comprising 384 participants. The study obtained the participants by running targeted advertisements for the Egyptian automotive sector on Google and Facebook.

3.7 Limitations

Potential limitations include self-reported biases and the study's cross-sectional nature, which limits causal inference. Future studies could use longitudinal designs or experimental methods for deeper insights.

4. Data analysis and hypothesis testing

4.1 Study sample characteristics

The study shows the characteristics of the participants in the questionnaire through three demographic characteristics.

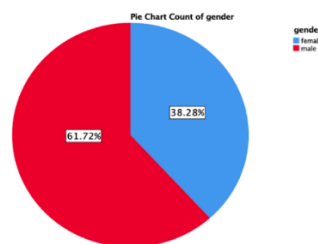


Figure 1. study sample according to gender
Source: based on SPSS v25 output

Figure 1 illustrates the distribution of the study sample by gender, with males representing the largest proportion at 61.72%, while females account for 38.28%. This distribution highlights a distinct disparity in gender representation within the sample, which may reflect the characteristics of the study or the circumstances surrounding participant selection.

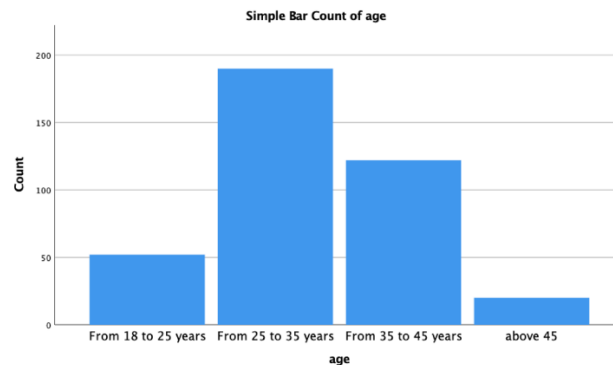


Figure 2. study sample according to age
Source: based on SPSS v25 output

The Figure 2 illustrates the age group distribution within the sample. It reveals that the 25-35 age group has the highest representation in the study, surpassing all other groups in participant numbers. Following this, the 35-45 age group also demonstrates significant representation, albeit less than the 25-35 category. In contrast, the 18-25 age group accounts for the fewest participants, with a marked decline in participants over 45 years old. This distribution suggests a trend skewed towards younger to middle-aged participants (25-45 years old), potentially reflecting the study's focus or the intended demographic.

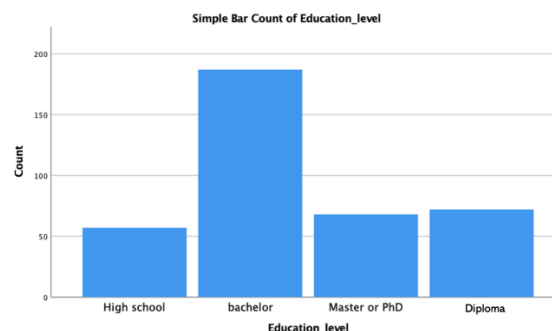


Figure 2. study sample according to Education level
Source: based on SPSS v25 output

Figure 3 illustrates the education level distribution among the sample. It reveals that most participants possess a bachelor's degree, the most predominant category. In contrast, other categories, including high school graduates, individuals with advanced qualifications (master's or doctorate), and those with diplomas, show considerably lower percentages.

4.2 Reliability and validity

Table 1 presents the reliability and validity analysis findings for the study variables, as viewed by both marketing teams and customers. The results demonstrate strong reliability and validity for most variables, confirming the dependability and precision of the data collection tools employed.

Table 1. Reliability and validity result

Variables	code	items	Cronbach's alpha	validity
Marketing teams' point of view				
Brand awareness	BAM	4	0.796	0.892
Brand loyalty	BLM	4	0.806	0.898
Content Marketing based on entertainment value	cmmiv	4	0.848	0.921
Content Marketing based on informative value	cmmev	4	0.735	0.857

Variables	code	items	Cronbach's alpha	validity
Customers' point of view				
Brand awareness	BAC	5	0.786	0.887
Brand loyalty	BLC	3	0.789	0.888
Content Marketing based on entertainment value	cmif	4	0.784	0.886
Content Marketing based on informative value	cmev	4	0.798	0.893

Source: based on SPSS v25 output.

4.2.1 From the perspective of marketing teams

4.2.1.1 Reliability: The variables showed high levels of reliability, as Cronbach's Alpha values exceeded the acceptable limit (0.7). The highest value was for content marketing, with its entertainment value (0.848), reflecting the high reliability of the tool used to measure this variable.

4.2.1.2 Validity: The values associated with validity for all variables were high, exceeding 0.85, indicating the quality of the tools in accurately measuring the variables. The results generally reflect the reliability and accuracy of the tools used to measure brand awareness, brand loyalty, and content marketing (entertainment and informational aspects).

4.2.2 From the perspective of customers

4.2.2.1 Reliability: The reliability levels for all variables were good, as Cronbach's Alpha values ranged between 0.784 and 0.798, indicating the consistency of the tools.

4.2.2.2 Validity: The values associated with validity were also high for all variables, exceeding 0.88, which enhances the reliability of the instruments.

These results reflect that marketing teams and customers have consistent and accurate responses regarding brand awareness, brand loyalty, and content marketing (entertainment and informational aspects). The results indicate that the instruments used to measure the variables are reliable and valid from both the marketing teams and customer perspectives. The high reliability and validity values demonstrate the ability of these instruments to accurately and effectively measure the targeted concepts. Accordingly, these instruments can be relied upon to provide reliable results for the study and its analysis.

4.3 Descriptive statistics

This section outlines the descriptive statistical measures relevant to the research variables. The data presented in Table 2 vividly illustrate which statements garnered the highest and lowest levels of agreement based on the study sample's responses. Following this, the general trends in responses for each research item are discussed.

The means indicate the average responses, showing that most items have means ranging from 3.81 to 4.19, reflecting a generally positive response level. Furthermore, the standard deviation (between 0.546 and 1.104) is relatively low, suggesting good convergence in the participants' responses.

Table 2. Descriptive measures from the marketing teams' point of view

Items	Skewness		Kurtosis		Mean	Std. Deviation	coefficient of variation
	Statistic	Std. Error	Statistic	Std. Error			
Customers would like to learn more about our brand	-1.122	0.125	0.777	0.248	3.99	1.082	27.12%
Customers will pay much attention to anything about our brand	-1.228	0.125	1.503	0.248	4.19	0.925	22.08%
Anything related to our brand will grab the attention of customers	-1.109	0.125	0.621	0.248	4.11	1.017	24.74%
Customer sharing of their experience and recalling memories will help increase brand awareness	-1.143	0.125	1.013	0.248	4.11	0.979	23.82%
Brand awareness	-1.574	0.125	2.999	0.248	4.102	0.708	17.25%
Using our product will increase customer commitment to our brand	-1.119	0.125	1.1	0.248	4.11	0.959	23.33%
Customers would intend to keep using our brand	-1.108	0.125	1.03	0.248	4.04	0.996	24.65%

Items	Skewness		Kurtosis		Mean	Std. Deviation	coefficient of variation
	Statistic	Std. Error	Statistic	Std. Error			
Customers will speak positively about our brand	-1.07	0.125	0.755	0.248	4.02	1.015	25.25%
Customers will recommend our brand to others	-1.114	0.125	0.691	0.248	3.97	1.104	27.81%
Brand loyalty	-1.355	0.125	2.093	0.248	4.038	0.729	18.05%
Our videos provide relevant product information	-0.596	0.125	1.52	0.248	4	0.682	17.05%
Our videos provide timely product information	-1.363	0.125	2.926	0.248	3.86	0.841	21.79%
Our videos provide useful product information	-0.887	0.125	0.968	0.248	3.86	0.841	21.79%
Our videos provide valuable product information.	-0.759	0.125	0.592	0.248	3.81	0.874	22.94%
Content Marketing: Informative value	-0.943	0.125	2.443	0.248	3.882	0.576	14.84%
Our videos are entertaining.	-1.218	0.125	2.419	0.248	4.02	0.788	19.60%
Our videos are enjoyable.	-0.861	0.125	0.44	0.248	3.91	0.918	23.48%
Our videos are exciting.	-1.022	0.125	1.292	0.248	3.86	0.907	23.50%
Our videos are pleasing.	-0.643	0.125	0.064	0.248	3.84	0.918	23.91%
Content Marketing: Entertainment value	-0.897	0.125	1.593	0.248	3.907	0.676	17.31%
Content Marketing	-0.972	0.125	2.937	0.248	3.894	0.546	14.02%

Source: based on SPSS v25 output.

The Coefficient of Variation indicates the extent of data variation relative to the mean. The values are relatively low, ranging from 14.02% to 27.81%, reflecting a moderate to low degree of variation in the data, which signals a positive indicator of response consistency.

Skewness: All values are negative, suggesting that the distribution is slightly skewed towards higher values (positive). Kurtosis values are near zero, indicating that the distribution is approximately normal for some items while others exhibit slight skewness.

In addition, the previous Table 2 shows the following:

- A. Brand Awareness: A low coefficient of variation (17.25%) indicates close responses and skewness and kurtosis indicate a close-to-normal distribution.
- B. Brand Loyalty: The mean (4.038) and low standard deviation (0.729) reflect high loyalty, and low variance (18.05%), enhancing homogeneity.

Content Marketing: Items related to “entertainment value” and “informational value” show stable distributions and a tendency toward positive responses, with a low coefficient of variation (<15% for total value).

Table 3. Descriptive measures from the customers' perspective

Items	Skewness		Kurtosis		Mean	Std. Deviation	coefficient of variation
	Statistic	Std. Error	Statistic	Std. Error			
When I think of the company, the symbol or the logo comes to mind.	-1.204	0.125	1.252	0.248	4.09	0.996	24.35%
I am very acquainted or accustomed with the brand of this company.	-1.252	0.125	1.184	0.248	4.14	1.01	24.40%
This brand differs from other competing brands.	-1.166	0.125	1.058	0.248	3.99	1.038	26.02%
I am aware of product's company	-1.529	0.125	2.908	0.248	4.29	0.858	20.00%
I can quickly recall the symbol or logo of the automobile company I own	-1.091	0.125	0.821	0.248	4.09	0.991	24.23%
Brand awareness	-1.71	0.125	4.392	0.248	4.121	0.640	15.53%

Items	Skewness		Kurtosis		Mean	Std. Deviation	coefficient of variation
	Statistic	Std. Error	Statistic	Std. Error			
I consider myself to be loyal to brand of my automobile	-0.953	0.125	0.302	0.248	3.97	1.069	26.93%
brand of my automobile would be my first choice.	-1.156	0.125	0.98	0.248	4.05	1.042	25.73%
I will not buy other brands if brand of my automobile is available at the store.	-1.382	0.125	1.844	0.248	4.31	0.882	20.46%
Brand loyalty	-1.182	0.125	1.441	0.248	4.111	0.747	18.18%
The videos' brand of my automobile I have watched provide relevant product information	-1.426	0.125	1.969	0.248	4.24	0.935	22.05%
The videos' brand of my automobile I have watched provide timely product information	-1.432	0.125	2.102	0.248	4.17	0.963	23.09%
The videos' brand of my automobile I have watched provide useful product information	-1.364	0.125	1.796	0.248	4.19	0.975	23.27%
The videos' brand of my automobile I have watched provide valuable product information.	-1.199	0.125	1.277	0.248	4.14	0.97	23.43%
Content Marketing: Informative value	-1.7	0.125	3.905	0.248	4.186	0.677	16.18%
The videos about my automobile brand that I have watched are entertaining.	-1.128	0.125	1.254	0.248	4.11	0.942	22.92%
The videos about my automobile brand that I have watched are enjoyable.	-1.055	0.125	0.73	0.248	4.01	1.023	25.51%
The videos I've watched about my automobile brand have been exciting.	-1.157	0.125	1.085	0.248	4.2	0.94	22.38%
The videos I've watched about my automobile brand are enjoyable.	-0.969	0.125	0.926	0.248	3.99	0.942	23.61%
Content Marketing: Entertainment value	-1.585	0.125	3.776	0.248	4.079	0.665	16.30%
Content Marketing	-1.944	0.125	5.948	0.248	4.132	0.593	14.36%

Source: authors, based on SPSS v25 output

Most values show negative skewness, indicating that the distributions are slightly skewed to the left; most responses tend toward high ratings. The skewness values fall within the acceptable range for indicating a normal distribution (from -2 to +2), suggesting that the distribution is generally quite symmetrical.

The kurtosis values are also within the acceptable range (from -2 to +2), indicating that the distribution is close to normal. Some items, such as BAC4 and cmif2, exhibited slightly higher kurtosis, suggesting more pronounced peaks in the distribution.

The average values for all items are relatively high (ranging from 3.9 to 4.3), indicating a positive rating from customers for most variables. The standard deviation values are moderate, suggesting variability in the responses, but not to an excessive degree.

Also, the previous Table 3 the following:

- Brand awareness: mean = 4.392 and coefficient of variation = 15.53% (the lowest among all dimensions). Thus, the responses are consistent and have a high degree of customer agreement.
- Brand Loyalty: Items such as BLC3 show slight variance (coefficient of variation = 20.46%), but the overall mean (4.111) indicates a strong positive perception of loyalty.
- Content Marketing, Informational Value: The mean is high (4.186), and the coefficient of variation is low (16.18%), indicating a strong and consistent appreciation of informational value.

- D. Entertainment Value: The mean = 4.079 and the coefficient of variation = 16.30%. This indicates that customers value the entertainment aspect of content marketing with a moderate degree of agreement.

Overall, the ratings are positive (all means exceed 4.0), reflecting a favorable perception of the variables studied from the customers' viewpoint. The low coefficients of variation for some items demonstrate a strong level of agreement, particularly in areas such as brand awareness and the informational value of content marketing.

4.4 Correlation analysis

The correlation coefficient results express the strength of the relationships between the variables. All positive values indicate a direct relationship, meaning that as one variable increases, the other variable also increases. Values closer to 1 represent a very strong relationship, while values between 0.3 and 0.7 indicate a medium relationship. Values less than 0.3 are considered weak.

Table 4 shows the correlation analysis between the study dimensions from the marketing teams point of view using Pearson's correlation coefficient.

Table 4. Correlation between study dimensions from marketing teams' point of view

		BAM	BLM	cmmiv	cmmev
BAM	Pearson Correlation	1	.453**	.011	.112*
	Sig. (2-tailed)		.000	.830	.028
	N	384	384	384	384
BLM	Pearson Correlation	.453**	1	.051	.070
	Sig. (2-tailed)	.000		.314	.173
	N	384	384	384	384
cmmiv	Pearson Correlation	.011	.051	1	.517**
	Sig. (2-tailed)	.830	.314		.000
	N	384	384	384	384
cmmev	Pearson Correlation	.112*	.070	.517**	1
	Sig. (2-tailed)	.028	.173	.000	
	N	384	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: authors, based on SPSS v25 output.

Table 5 shows the correlation analysis between the study dimensions from the customers' perspective using Pearson's correlation coefficient. The results indicate a strong positive correlation between all dimensions, with high statistical significance at the 0.01 level.

Table 5. Correlation between study dimensions from customers' point of view

		BAC	BLC	cmif	cmev
BAC	Pearson Correlation	1	.503**	.555**	.550**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
BLC	Pearson Correlation	.503**	1	.518**	.468**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
cmif	Pearson Correlation	.555**	.518**	1	.564**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
cmev	Pearson Correlation	.550**	.468**	.564**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Source: authors, based on SPSS v25 output.

4.5 Hypotheses' results based on marketing teams' point of view

Figure 4 illustrates the path analysis for examining the dimensions from a marketing teams perspective, leading to the following conclusions:

Brand awareness: Figure 4 shows it as a central element connected to the four indicators (BAM1, BAM2, BAM3, BAM4). The values associated with these indicators (0.784, 0.630, 0.730, 0.662) reflect strong and positive contributions to shaping brand awareness.

Brand loyalty: It is associated with indicators (BLM1, BLM2, BLM3, BLM4) that have values (0.659, 0.777, 0.712, 0.707). These high values highlight the significance of these indicators in strengthening brand loyalty.

Content marketing based on informational value: The results indicate a direct effect of brand awareness (0.015) and an effect of brand loyalty (0.088) on the informational value of content marketing. The indicators related to this value (cmmiv1, cmmiv2, cmmiv3, cmmiv4) demonstrate strong values (0.345, 0.752, 0.529, 0.880), reflecting the quality of the information provided in this marketing area.

Content marketing based on entertainment value: There is an effect of brand awareness (0.112) and a moderate effect of brand loyalty (0.030) on the entertainment value of content marketing. The indicators related to this value (cmmev1, cmmev2, cmmev3, cmmev4) show high values (0.819, 0.755, 0.831, 0.641), demonstrating the effectiveness of this type of content in enhancing appeal and entertainment.

The most substantial relationship among the indicators was observed in the effect of loyalty and brand awareness on the dimensions of content marketing, with the indicators linked to each dimension (awareness, loyalty, content marketing) demonstrating high levels of positive influence on the core dimensions. These findings emphasize the significance of integrating awareness and brand loyalty as crucial elements in enhancing content marketing strategies.

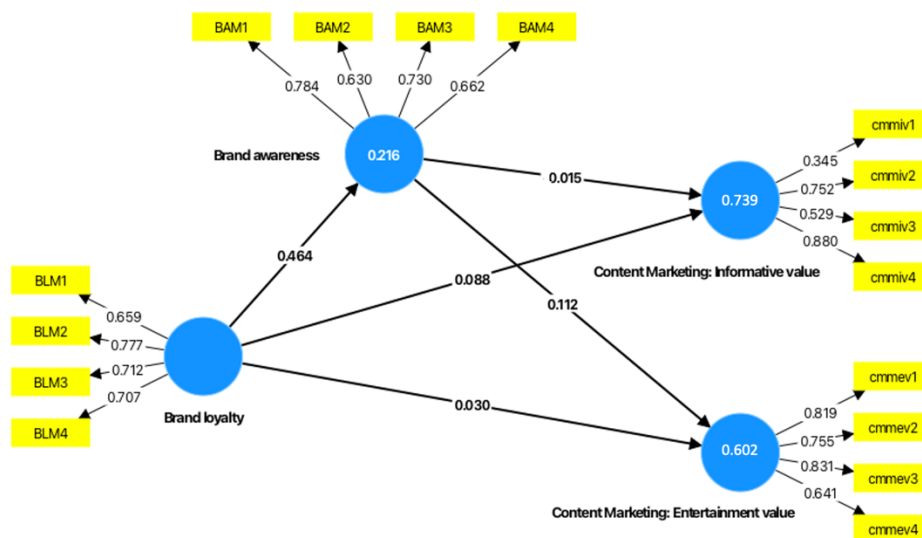


Figure 4. Path analysis to study dimensions from marketing teams' point of view

Source: authors, based on smart-PLS v4 output.

Table 6 shows the impact of brand awareness on content marketing (entertainment value). The table indicates that the path coefficient (Coff) between brand awareness and content marketing: entertainment value is 0.112, with a high T-statistic value of 5.666 and a very low P-value (0.000), signifying a significant impact. This implies a positive and significant relationship between brand awareness and the entertainment value of marketing content.

The impact between brand awareness and content marketing (information value): Although the path coefficient (Coff) between “brand awareness” and “content marketing: information value” is much lower (0.015), the T-value is 2.890 and the P-value is also 0.000. This indicates a significant but weak impact compared to the previous relationship.

The impact between brand loyalty and brand awareness: The path coefficient between “brand loyalty” and “brand awareness” was 0.464, the highest in Table 6, indicating a strong impact. In addition, the T-value was 8.365 and the P-value was 0.000, confirming the significance of this impact. This indicates that brand loyalty has a significant role in enhancing brand awareness.

The impact between brand loyalty and content marketing (entertainment value): The path coefficient between “brand loyalty” and “content marketing: entertainment value” was 0.030, with a T-statistic of 3.979 and a P-value of 0.000, indicating a significant but weak impact. This indicates that brand loyalty is associated with the entertainment value of marketing content, but to a weak degree.

The impact between brand loyalty and content marketing (informational value): The table shows that the path coefficient is 0.088, with a t-statistic value of 8.898 and a p-value of 0.000. Although the impact is not as strong as the relationship between loyalty and awareness, it is significant and significant, meaning that brand loyalty affects the informational value of marketing content.

These results suggest that brand awareness is important in enhancing both brand loyalty and content marketing, both in terms of entertainment and informational value. While brand awareness shows a stronger impact on entertainment value than on informational value.

Table 6. Path coefficient for study dimensions from the marketing teams’ point of view

Path	Coff	T statistics	P values
Brand awareness -> Content Marketing: Entertainment value	0.112	5.666	0.000
Brand awareness -> Content Marketing: Informative value	0.015	2.890	0.000
Brand loyalty -> Brand awareness	0.464	8.365	0.000
Brand loyalty -> Content Marketing: Entertainment value	0.030	3.979	0.000
Brand loyalty -> Content Marketing: Informative value	0.088	8.898	0.000

Source: authors, based on smart-PLS v4 output.

Figure 5 shows that brand awareness is represented as an influential factor on content marketing. It is associated with indicators (BAM1, BAM2, BAM3, BAM4) with high coefficient values ranging between (0.628 - 0.783), reflecting the strength of these indicators in shaping awareness.

The impact of brand awareness on content marketing appears with a value of (0.108), which is a positive but moderate effect. This indicates that brand awareness plays an important role but is not the only factor affecting the quality and effectiveness of content marketing.

Brand loyalty is associated with indicators (BLM1, BLM2, BLM3, BLM4) with coefficient values ranging between (0.664 - 0.776), indicating a significant contribution of these indicators in enhancing loyalty. The relationship between brand loyalty and brand awareness appears with a value of (0.464), indicating a strong and positive effect. This reflects that enhancing customer loyalty enhances their perception and awareness of the brand. The effect of loyalty on content marketing came with a value of (0.037), which is a weak effect, indicating that the effect of loyalty on the quality of marketing content is less important compared to the effect of brand awareness.

Content marketing is explained through two types of value: entertainment value and informational value. The indicators related to entertainment value (cmmev1, cmmev2, cmmev3, cmmev4) have strong coefficients ranging between (0.627 - 0.825), reflecting a major role for content marketing in attracting customers through entertainment elements.

The indicators related to informational value (cmmiv1, cmmiv2, cmmiv3, cmmiv4) have moderate coefficients (0.133 - 0.662), indicating that informational content is still important but has less impact compared to entertainment value.

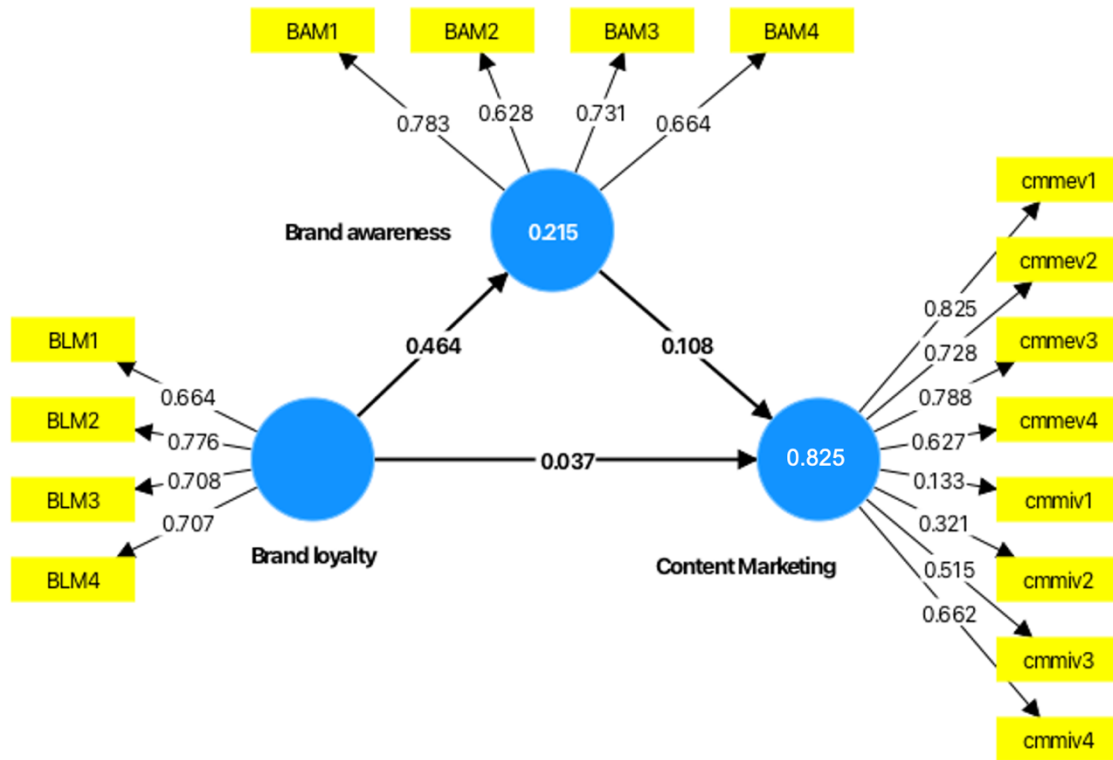


Figure 5. Path analysis for Mediating variables from marketing teams' point of view
Source: authors, based on smart-PLs v4 output.

It is also clear from the Figure 5 that Brand loyalty explains 21.5% of the change in Brand awareness, while both Brand loyalty and the Brand awareness variable explain 82.5% of the change in Content Marketing. At the same time, the remaining percentage is due to other factors that were not included in the study model. The following Table 8 will show path coefficient for Mediating variables from the Customers' point of view.

Table 7. Path coefficient for Mediating variables from the marketing teams' point of view

Path – Direct effect	Coff	T statistics	P values
Brand awareness -> Content Marketing	0.108	8.714	0.000
Brand loyalty -> Brand awareness	0.464	8.371	0.000
Brand loyalty -> Content Marketing	0.037	3.738	0.000
Path - Indirect effect			
Brand loyalty -> Brand awareness -> Content Marketing	0.050	5.476	0.000

Source: authors, based on smart-PLs v4 output.

The results of the previous table show the following:

- Direct effect between brand awareness and content marketing: The path coefficient (Coff) was 0.108, with a very high T-statistic value (8.714) and a P-value of 0.000. This indicates a direct, positive, and strong statistically significant relationship between brand awareness and content marketing, which means that increasing brand awareness contributes to enhancing the effectiveness of content marketing.
- Direct effect between brand loyalty and brand awareness: The path coefficient was 0.464, which is the highest among the other values in the direct effect, with a T-statistic value of 8.371 and a P-value of

0.000. This indicates that brand loyalty has a strong and significant effect on enhancing brand awareness.

- C. Direct effect between brand loyalty and content marketing: The path coefficient (Coff) was 0.037 with a t-statistic value of (3.738) and a p-value of 0.000, indicating a weak but significant direct effect between brand loyalty and content marketing.
- D. Indirect effect between brand loyalty, brand awareness, and then content marketing: The path coefficient for the indirect effect was 0.050 with a t-statistic value of 5.476 and a p-value of 0.000. This indicates a significant and positive indirect effect, meaning that brand loyalty indirectly affects content marketing by enhancing brand awareness.

Brand loyalty plays a vital role in influencing content marketing both directly and indirectly by enhancing brand awareness. The direct effect between brand awareness and content marketing was much higher compared to the direct effect of loyalty on content marketing. The indirect effect shows an important mediating role of brand awareness in enhancing the effectiveness of content marketing when increasing brand loyalty.

4.6 Hypotheses results based on customers' point of view

The path analysis results shown in figure (6) highlight the relationships between different dimensions from the customer perspective using the structural model. The commentary on the results can be summarized as follows:

Brand awareness is strongly correlated with a set of indicators (BAC1 to BAC5) with values ranging from 0.553 to 0.725, indicating that these indicators play a fundamental role in shaping customers' perception of brand awareness. Brand awareness also directly affects "Content Marketing: Entertainment Value," with a path value of 0.426, reflecting the importance of awareness in improving customers' perception of the entertainment value of content. Brand awareness also affects "Content Marketing: Informational Value" with a path value of 0.395, significantly impacting information delivery through marketing content.

Brand loyalty is closely correlated with indicators (BLC1 to BLC3) with values ranging from 0.631 to 0.801, showing that these indicators are essential in forming customer loyalty. Brand loyalty strongly influences brand awareness with a path value of 0.506, meaning that increased loyalty leads to enhanced brand awareness. Loyalty also directly influences "Content Marketing: Entertainment Value" with a path value of 0.256 and "Content Marketing: Informational Value" with a path value of 0.319. Although the influence is smaller than the relationship with awareness, they are statistically significant.

Content marketing based on entertainment value is more influenced by brand awareness (0.426) than brand loyalty (0.256), indicating the importance of enhancing awareness to highlight the entertainment aspect of content.

Content marketing based on informational value shows a greater influence than brand loyalty (0.319) and brand awareness (0.395), indicating the role of awareness and loyalty in supporting informational value. The supporting indicators for both entertainment and informational value record high loading values (0.640-0.766 for informational value and 0.655-0.739 for entertainment value), highlighting the reliability of these indicators in explaining content marketing variables.

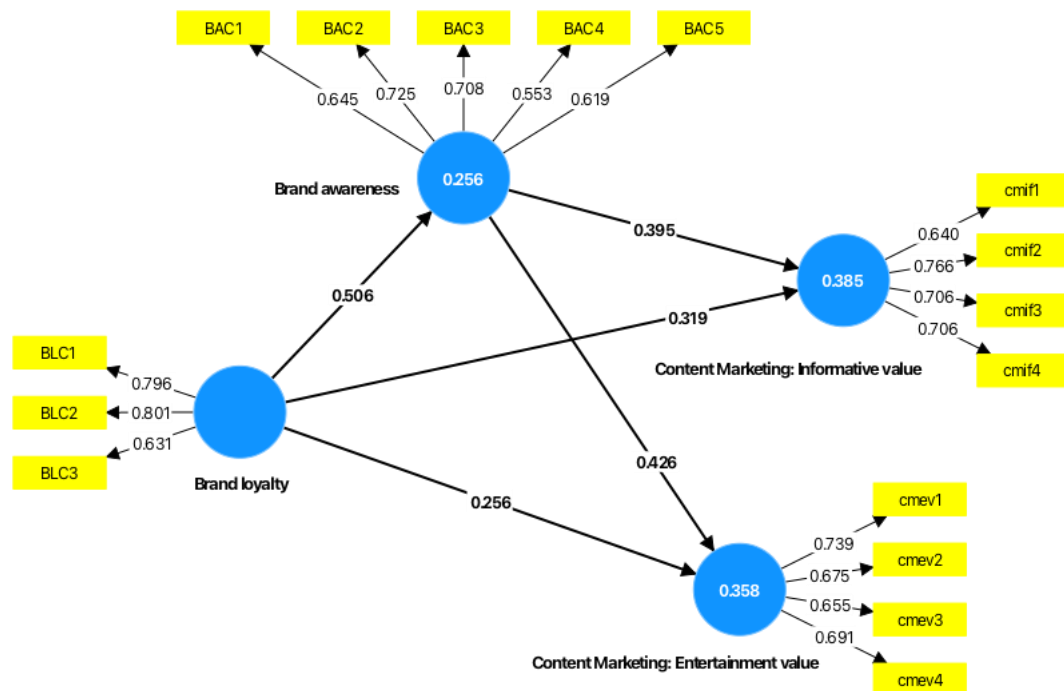


Figure 6. Path analysis to study dimensions from Customers' point of view
Source: authors, based on smart-PLs v4 output.

Table (8) results indicate the analysis of direct paths between different dimensions from the customers' perspective using the structural equation model (PLS). The relationship between brand awareness and entertainment content value: The standardized path value (Coff) is 0.426 with a t-statistic of 7.965, indicating a strong and statistically significant positive effect (P-value = 0.000). This means that brand awareness has a significant positive effect on customers' perception of entertainment content value.

The relationship between brand awareness and informational content value: The standardized path value is 0.395, with a t-statistic of 6.819, which also indicates a statistically significant positive effect (P-value = 0.000). This indicates that brand awareness enhances customers' perception of informational content value.

Table 8. Path coefficient for study dimensions from the Customers' point of view

Path – Direct effect	Coff	T statistics	P values
Brand awareness -> Content Marketing: Entertainment value	0.426	7.965	0.000
Brand awareness -> Content Marketing: Informative value	0.395	6.819	0.000
Brand loyalty -> Brand awareness	0.506	9.057	0.000
Brand loyalty -> Content Marketing: Entertainment value	0.256	4.982	0.000
Brand loyalty -> Content Marketing: Informative value	0.319	6.241	0.000

Source: authors, based on smart-PLs v4 output.

Also, the relationship between brand loyalty and brand awareness: The standardized path value is 0.506 with a t-statistic of 9.057, indicating a statistically significant positive effect (P-value = 0.000). This indicates that increased brand loyalty is associated with a significant increase in brand awareness.

The relationship between brand loyalty and entertainment content value: The standardized path value is 0.256 with a t-statistic of 4.982, indicating a positive but less strong effect than other paths (P-value = 0.000). This indicates that brand loyalty moderately enhances customers' perception of entertainment content value.

The relationship between brand loyalty and informational content value: The standardized path value is 0.319 with a t-statistic of 6.241, indicating a moderate and statistically significant positive effect (P-value = 0.000). This means that brand loyalty contributes to customers' perception of the value of informational content.

Figure 7 provides a detailed analysis of the role of mediating variables between brand loyalty, brand awareness, and content marketing. The analysis indicates significant direct and indirect effects between these variables.

First, brand awareness plays a key mediating role between brand loyalty and content marketing. This is demonstrated by the path between brand loyalty and brand awareness, which was 0.506, reflecting a strong positive effect. The path between brand awareness and content marketing was 0.463, indicating that increasing brand awareness contributes significantly to enhancing the effectiveness of content marketing.

Second, the direct effect between brand loyalty and content marketing was relatively lower, at 0.326. However, the analysis shows that the indirect effect via brand awareness has a stronger effect, meaning that enhancing brand loyalty is positively reflected in content marketing if it is associated with increasing brand awareness.

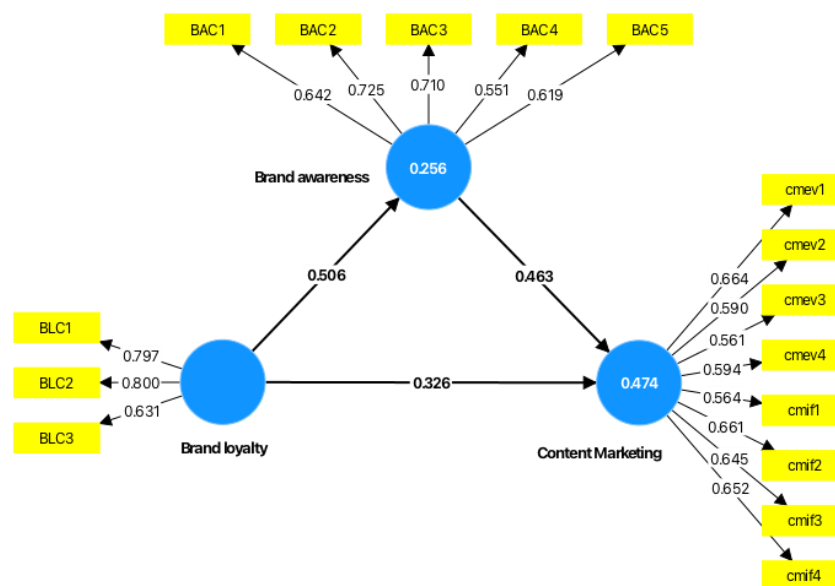


Figure 7. Path analysis for Mediating variables from Customers' point of view

Source: authors, based on smart-PLS v4 output.

Third, content marketing is a pivotal element in the analysis, with content marketing indicators (entertainment and informational aspects) showing high loading values ranging from 0.561 to 0.664. This indicates that customers evaluate content marketing based on its entertainment (cmev) and informational (cmif) aspects, reflecting the importance of balancing these aspects to meet customer expectations effectively.

Finally, brand awareness and loyalty indicators also recorded high loading values (between 0.551 and 0.800). This highlights the importance of enhancing elements that contribute to improving brand awareness and increasing customer loyalty, as these elements are considered factors that directly and indirectly influence improving the content marketing experience.

Thus, enhancing brand awareness and loyalty is an effective strategy for improving the quality of content marketing and increasing its impact on customers.

Table 9. Path coefficient for Mediating variables from the Customers' point of view

Path – Direct effect	Coff	T statistics	P values
Brand awareness -> Content Marketing	0.463	9.551	0.000
Brand loyalty -> Brand awareness	0.506	9.097	0.000
Brand loyalty -> Content Marketing	0.326	7.192	0.000
Path - Indirect effect			
Brand loyalty -> Brand awareness -> Content Marketing	0.234	5.655	0.000

Source: authors, based on smart-PLS v4 output.

The results of the previous table show the following:

- A. Direct effect between brand awareness and content marketing: The path coefficient (Coff) was 0.463, with a very high T-statistic (9.551) and a P-value of 0.000. This indicates a strong and positive direct relationship between brand awareness and content marketing. Thus, increasing brand awareness leads to improving the effectiveness of content marketing from the customer's perspective.
- B. Direct effect between brand loyalty and brand awareness: The path coefficient was 0.506, with a very high T-value (9.097) and a P-value of 0.000, indicating a strong and significant effect between brand loyalty and brand awareness. This shows that brand loyalty contributes significantly to raising brand awareness among customers.
- C. Direct effect between brand loyalty and content marketing: The path coefficient was 0.326, with a T-statistic (7.192) and a P-value of 0.000. Although the effect is smaller than the effect between loyalty and awareness, it indicates a significant and significant effect between brand loyalty and content marketing.
- D. The indirect effect between brand loyalty, brand awareness, and content marketing: The path coefficient for the indirect effect was 0.234, with a t-statistic of 5.655 and a p-value of 0.000. This indicates a significant and positive indirect effect, indicating that brand loyalty enhances content marketing by raising brand awareness.

Brand awareness significantly impacts content marketing success from the customer's perspective, highlighting its crucial role. Additionally, brand loyalty positively influences both brand awareness and content marketing. The indirect relation between loyalty and content marketing through brand awareness emphasizes that establishing brand awareness is essential for enhancing content marketing.

4.7 Differences in gender, educational level, and age from marketing teams' point of view

Table 10 outlines gender differences in brand awareness, loyalty, and content marketing (informational and entertainment) from a marketing teams' perspective. Males and females have similar means across all variables, with minor, non-significant differences, except in "Content Marketing: Entertainment Value," where significance (Sig.) is 0.032, indicating a statistically significant gender difference. Gender's effect on the other variables is weak, with Eta Squared values below 0.012, signifying limited influence.

Table 10. Significance testing results of difference based on gender from marketing teams' point of view

Gender		Brand awareness	Brand loyalty	Content Marketing: Informative value	Content Marketing: Entertainment value
female	Mean	4.1684	4.0306	3.8605	3.8129
	N	147	147	147	147
	Std. Deviation	0.68943	0.75393	0.52435	0.69726
male	Mean	4.0612	4.0422	3.8945	3.9652
	N	237	237	237	237
	Std. Deviation	0.71711	0.71442	0.60668	0.6575
Total	Mean	4.1022	4.0378	3.8815	3.9069
	N	384	384	384	384
	Std. Deviation	0.70766	0.72884	0.57609	0.67617
ANOVA	F	2.087	0.023	0.315	4.644
	Sig.	0.149	0.88	0.575	0.032
	Eta	0.074	0.008	0.029	0.11
	Eta Squared	0.005	0	0.001	0.012

Source: authors, based on SPSS v25 output.

Table 11 shows the age-based difference test results on brand awareness, loyalty, and content marketing values (informational and entertainment). Most age groups have similar means with no significant differences, as all significance values (Sig.) exceeded 0.05 except for "Content Marketing: Entertainment Value" (Sig. = 0.047), indicating a significant difference. However, age effects were weak, with Eta Squared values below 0.021, suggesting age has a limited impact on perceptions of the studied variables.

Table 11. Significance testing results of difference based on age from the marketing teams' point of view

Age		Brand awareness	Brand loyalty	Content Marketing: Informative value	Content Marketing: Entertainment value
From 18 to 25 years	Mean	4.0817	3.9904	3.8798	3.9471
	N	52	52	52	52
	Std. Deviation	0.75848	0.89383	0.51803	0.6518
From 25 to 35 years	Mean	4.0645	4.0066	3.8539	3.8526
	N	190	190	190	190
	Std. Deviation	0.70438	0.76913	0.54255	0.63464
From 35 to 45 years	Mean	4.1537	4.0881	3.957	4.0184
	N	122	122	122	122
	Std. Deviation	0.70157	0.60722	0.59673	0.67891
above 45	Mean	4.2	4.15	3.6875	3.6375
	N	20	20	20	20
	Std. Deviation	0.66193	0.53435	0.83064	0.97155
Total	Mean	4.1022	4.0378	3.8815	3.9069
	N	384	384	384	384
	Std. Deviation	0.70766	0.72884	0.57609	0.67617
ANOVA test	F	0.535	0.539	1.607	2.669
	Sig.	0.658	0.656	0.187	0.047
	Eta	0.065	0.065	0.112	0.144
	Eta Squared	0.004	0.004	0.013	0.021

Source: based on SPSS v25 output.

Table 12 summarizes the analysis of differences in brand awareness, loyalty, and content marketing values (informational and entertainment) from the marketing team's viewpoint based on education levels. The averages across education levels are similar, with most variables showing no statistically significant differences, as significance values (Sig.) exceeded 0.05. The impact of education on the variables was minimal, with Eta Squared values below 0.014. Thus, education level does not significantly affect the perception of these dimensions.

Table 12. Significance testing results of difference based on Education level (from marketing teams' point of view)

Education level		Brand awareness	Brand loyalty	Content Marketing: Informative value	Content Marketing: Entertainment value
High school	Mean	4.2061	4.0395	3.9035	3.9518
	N	57	57	57	57
	Std. Deviation	0.59971	0.75414	0.6387	0.5478
bachelor	Mean	4.0896	4.0628	3.865	3.9452
	N	187	187	187	187
	Std. Deviation	0.71865	0.69638	0.59242	0.68146
Master or PhD	Mean	4.1324	4.1434	3.9338	3.8088
	N	68	68	68	68
	Std. Deviation	0.6614	0.63381	0.56585	0.72549
Diploma	Mean	4.0243	3.8715	3.8576	3.8646
	N	72	72	72	72
	Std. Deviation	0.7974	0.8527	0.4926	0.70703
Total	Mean	4.1022	4.0378	3.8815	3.9069
	N	384	384	384	384
	Std. Deviation	0.70766	0.72884	0.57609	0.67617
ANOVA test	F	0.76	1.81	0.306	0.853
	Sig.	0.517	0.145	0.821	0.465
	Eta	0.077	0.119	0.049	0.082
	Eta Squared	0.006	0.014	0.002	0.007

Source: authors, based on SPSS v25 output

4.8 Differences in gender, educational level, and age (from customers' point of view)

Table 13 shows gender differences in brand awareness, loyalty, and content marketing values from the customers' perspective. The results indicate no statistically significant differences between males and females, as significance values exceeded 0.05 for all variables. Furthermore, the low Eta Squared values (under 0.007) suggest a minimal effect of gender on these variables. Thus, customers' perception of the studied variables remains largely unaffected by gender.

Table 13. Significance testing results of difference based on gender (from the customers' point of view)

Gender		Brand awareness	Brand loyalty	Content Marketing: Informative value	Content Marketing: Entertainment value
female	Mean	4.073	4.088	4.191	4.007
	N	147	147	147	147
	Std. Deviation	0.705	0.741	0.688	0.679
male	Mean	4.150	4.125	4.183	4.123
	N	237	237	237	237
	Std. Deviation	0.596	0.753	0.672	0.653
Total	Mean	4.121	4.111	4.186	4.079
	N	384	384	384	384
	Std. Deviation	0.640	0.747	0.677	0.665
ANOVA test	F	1.306	0.219	0.013	2.804
	Sig.	0.254	0.64	0.911	0.095
	Eta	0.058	0.024	0.006	0.085
	Eta Squared	0.003	0.001	0	0.007

Source: based on SPSS v25 output.

Table 14 shows that age group differences in brand awareness, loyalty, and content marketing values revealed no statistically significant differences (Sig. > 0.05). The low Eta Squared values (less than 0.013) indicate a weak effect of age on these variables. Thus, the age group does not significantly influence customers' perceptions.

Table 14. Significance testing results of difference based on age (from the customers' point of view)

Age		Brand awareness	Brand loyalty	Content Marketing: Informative value	Content Marketing: Entertainment value
From 18 to 25 years	Mean	4.0385	4.0321	4.1875	3.9952
	N	52	52	52	52
	Std. Deviation	0.8550	0.8764	0.7716	0.7597
From 25 to 35 years	Mean	4.0874	4.0561	4.1197	4.0487
	N	190	190	190	190
	Std. Deviation	0.6191	0.7685	0.6875	0.6765
From 35 to 45 years	Mean	4.1770	4.2322	4.2889	4.1516
	N	122	122	122	122
	Std. Deviation	0.5971	0.6282	0.6461	0.6344
above 45	Mean	4.3100	4.1000	4.1750	4.1375
	N	20	20	20	20
	Std. Deviation	0.3463	0.8172	0.4222	0.4252
Total	Mean	4.1208	4.1111	4.1855	4.0788
	N	384	384	384	384
	Std. Deviation	0.6398	0.7474	0.6773	0.6649
ANOVA test	F	1.361	1.614	1.554	0.944
	Sig.	0.254	0.186	0.2	0.42
	Eta	0.103	0.112	0.11	0.086
	Eta Squared	0.011	0.013	0.012	0.007

Source: based on SPSS v25 output.

Table 15 shows the education level's impact on customers' perception of brand awareness, loyalty, and content marketing values. Results indicated significant differences in brand loyalty (Sig. = 0.006) and informational value (Sig. = 0.021), demonstrating education's effect on these factors. However, overall effects were weak,

with low Eta Squared values (less than 0.032). Individuals with higher degrees (master's and doctorate) generally scored higher in these dimensions, suggesting that education enhances customers' perceptions.

Table 15. Significance testing results of difference based on Education level (from customers' point of view)

Education level		Brand awareness	Brand loyalty	Content Marketing: Informative value	Content Marketing: Entertainment value
High school	Mean	4.0526	4.2573	4.2895	4.1272
	N	57	57	57	57
	Std. Deviation	0.6809	0.6872	0.5193	0.6126
bachelor	Mean	4.1722	4.1016	4.1912	4.0655
	N	187	187	187	187
	Std. Deviation	0.6022	0.7516	0.6339	0.6756
Master or PhD	Mean	4.1912	4.2647	4.2978	4.2243
	N	68	68	68	68
	Std. Deviation	0.5858	0.5630	0.6293	0.5700
Diploma	Mean	3.9750	3.8750	3.9826	3.9375
	N	72	72	72	72
	Std. Deviation	0.7292	0.8747	0.8795	0.7373
Total	Mean	4.1208	4.1111	4.1855	4.0788
	N	384	384	384	384
	Std. Deviation	0.6398	0.7474	0.6773	0.6649
ANOVA test	F	2.158	4.192	3.286	2.318
	Sig.	0.093	0.006	0.021	0.075
	Eta	0.129	0.179	0.159	0.134
	Eta Squared	0.017	0.032	0.025	0.018

Source: based on SPSS v25 output.

4.9 Discussion of results

The findings of this study provide valuable insights into the role of content marketing in building brand awareness and customer loyalty within the Egyptian automobile market. This discussion compares the study's results with existing literature to evaluate consistency, identify gaps, and highlight key implications for marketing strategies.

The study confirmed that content marketing significantly influences brand awareness, with a direct effect coefficient of 0.108 from the management perspective and 0.463 from the customers' perspective. These findings align with prior research that emphasizes content marketing's role in enhancing brand visibility and customer engagement (Hollebeek & Macky, 2019). Content marketing strategies such as informative and entertaining content contribute to a brand's perceived authenticity and credibility, which, in turn, strengthens brand awareness (Kim & Ko, 2012).

Existing research supports the notion that interactive and high-quality content fosters stronger consumer-brand relationships (Pulizzi, 2014). The study results demonstrate that both informational and entertainment content positively impact brand awareness, reinforcing the findings of Lemon and Verhoef (2016), who argue that digital and experiential content enhances consumer knowledge and emotional connection to brands.

With a path coefficient of 0.464 from the management perspective and 0.506 from the consumer perspective, the study revealed a significant relationship between brand awareness and brand loyalty. This strengthens the case that more brand awareness builds consumer confidence, which finally results in more brand loyalty (Brodie et al., 2013). According to the research, understanding lowers perceived risk—a major factor influencing consumer loyalty (Hapsari et al., 2017). Moreover, Aaker's brand equity model underlines that brand loyalty cannot exist without brand awareness (Longwell, 1994). The present results support this notion by showing that customers who identify and remember a brand are more likely to create a strong emotional connection that results in recurrent purchases and advocacy (Keller, 2009).

Particularly by means of its mediating effect on brand awareness, the path analysis of the study demonstrated that content marketing considerably influences consumer loyalty. According to the findings, brand awareness

(coefficient = 0.506) influences brand loyalty more so than content marketing (coefficient = 0.326). This result is in line with earlier studies showing that content marketing by itself does not directly inspire loyalty but rather helps to strengthen brand reputation and interaction (Chaffey & Smith, 2017).

Furthermore, the survey revealed that consumers see the educational and entertainment value of content marketing to be main drivers of loyalty, in line with other studies stressing the need of narrative and interactive digital content in creating emotional connections (Batra & Keller, 2016). Further supporting this is research by Taufique and Vaithianathan (2018), which shows that brands funding premium, interesting content have better retention rates.

The study also examined demographic factors affecting brand awareness, loyalty, and content marketing effectiveness. Gender differences were minimal, except for content marketing's entertainment value, where males showed a slightly higher mean score. This aligns with previous studies suggesting that men and women may engage with marketing content differently based on entertainment appeal (McMahan, 2009).

Age-related differences were also limited, except in content marketing's entertainment value, where younger respondents (18–25) showed higher engagement. This supports studies indicating that younger audiences prefer visually engaging and entertaining content, particularly in digital formats (De Vries et al., 2012).

Education level showed a significant impact on brand loyalty and informational content value, with higher-educated consumers demonstrating stronger engagement. This supports prior research suggesting that more educated consumers seek in-depth, informative content when making purchasing decisions (Hollebeek et al., 2014).

Given the study's findings, content marketing strategies in the Egyptian automobile market should prioritize high-quality, engaging content that enhances brand awareness, ultimately fostering loyalty. Brands should balance both informational and entertainment content to appeal to diverse consumer preferences. Moreover, using digital channels to provide interactive and immersive content may improve brand interaction especially for younger consumers. By announcing the personal and societal benefits of switching to electric cars, which supports entrepreneurship in the automobile industry (Wagdi et al. 2022)

5. Conclusion and recommendations

5.1 Conclusion

The research examined the significant role of brand awareness as a mediating variable in the correlation between content marketing and customer loyalty, specifically within the context of Egypt as an emerging market (ElAydi, 2018; Gaber and Elsamadicy, 2021; Zia et al., 2022; Ge and Ge, 2023; Kristiyono et al., 2023; Nagaty & El-Menawy, 2023; Thyagaraju, 2023; Eltokhy et al., 2024; Muharam et al., 2024; Vyadeshwari, 2024). The findings demonstrate a complex interaction among these critical components, underscoring the substantial influence of brand awareness on consumer engagement and loyalty.

The examined studies consistently emphasize the significance of brand awareness in bolstering customer loyalty via content marketing (ElAydi, 2018; Gaber & Elsamadicy, 2021; Zia et al., 2022; Ge & Ge, 2023; Kristiyono et al., 2023; Nagaty & El-Menawy, 2023; Thyagaraju, 2023; Eltokhy et al., 2024; Muharam et al., 2024; Vyadeshwari, 2024). Numerous studies indicate that good content marketing techniques, aimed at engaging and informing customers, directly enhance brand awareness. (ElAydi, 2018; Gaber & Elsamadicy, 2021; Eltokhy et al., 2024; Vyadeshwari, 2024) This increased brand awareness acts as a catalyst for fostering customer loyalty, as customers get more acquainted with and attached to the brand (Gaber & Elsamadicy, 2021; Zia et al., 2022; Nagaty & El-Menawy, 2023; Thyagaraju, 2023; Muharam et al., 2024; Vyadeshwari, 2024).

Studies looking at Egypt's telecoms, for instance, show that airline-created social media content directly affects brand recognition and, thus, consumer loyalty (Gaber & Elsamadicy, 2021). Comparably, studies on the effect of social media marketing on brand awareness in the mobile services industry in Egypt find six main elements of social media marketing that support brand awareness, therefore affecting customer involvement and loyalty

(ElAydi, 2018). These results underline the need of including social media marketing into general marketing plans to improve brand exposure and finally build consumer loyalty (ElAydi, 2018).

Brand awareness is obviously a major mediator in the link between content marketing and consumer loyalty (Zia et al., 2022; Nagaty & El-Menawy, 2023; Thyagaraju, 2023; Muharam et al., 2024; Vyadeshwari, 2024). Content marketing by itself does not so immediately ensure consumer loyalty. Rather, its success relies on its capacity to raise brand awareness, which then acts as the link from content marketing initiatives and consumer loyalty (Zia et al., 2022; Nagaty & El-Menawy, 2023; Thyagaraju, 2023; Muharam et al., 2024; Vyadeshwari, 2024).

The studies examined show the special difficulties and possibilities connected to content marketing in emerging countries such as Egypt. ElAydi, 2018; Zia et al., 2022; Nagaty and El-Menawy, 2023; Eltokhy et al., 2024; Muharam et al., 2024; Vyadeshwari, 2024 Emerging markets can show different customer behaviors and preferences, therefore marketers have to modify their methods (ElAydi, 2018; Zia et al., 2022; Nagaty & El-Menawy, 2023; Eltokhy et al., 2024; Muharam et al., 2024; Vyadeshwari, 2024). Research on the Egyptian telecom sector, for instance, emphasizes the need of producing interesting and unforgettable material that builds confidence and good brand impression. (Eltokhy et al., 2024) This implies that content marketing plans should be customized to the particular social and cultural setting of emerging countries (Eltokhy et al., 2024).

By offering insightful analysis catered to the Egyptian market, this literature review and statistical results for the Egyptian automobile market help to contribute to the body of knowledge already in existence on brand awareness, content marketing, and customer loyalty. The results highlight the critical need of brand awareness in mediating the link between content marketing and consumer loyalty in this particular setting (ElAydi, 2018; Gaber & Elsamadicy, 2021; Zia et al., 2022; Nagaty & El-Menawy, 2023; Eltokhy et al., 2024). This study also emphasizes the special issues for content marketing in emerging countries and stresses the requirement of customized plans that fit local customer behavior and tastes. ElAydi, 2018; Zia et al., 2022; Nagaty & El-Menawy, 2023; Eltokhy et al., 2024; Muharam et al., 2024; Vyadeshwari, 2024).

Particularly in emerging countries like Egypt, the results of this literature review and statistical analysis for the Egyptian automotive industry point to brand awareness as a critical mediating variable in the interaction between content marketing and consumer loyalty. Egyptian companies have to give brand awareness first priority if they want to properly use content marketing and foster enduring client loyalty. Future studies should keep looking at the dynamic interaction among content marketing, brand awareness, and customer loyalty in emerging countries, so offering insightful analysis for companies and legislators trying to promote effective marketing strategies in these fast-changing economic environments.

Content marketing has two purposes in the context of the automotive sector: it offers informational value by teaching consumers about product features and entertainment value by involving them via storytelling and interactive content (Hudson et al., 2016). Limited studies have, however, looked at these dynamics in emerging nations such as Egypt, where cultural and economic elements might affect customer behavior differently (El-Bassiouny, 2014). By offering empirical data from the Egyptian automotive industry, this research seeks to close this disparity.

Using two surveys to gather data from 763 participants—including marketing teams and consumers of Egyptian automakers—the study takes a descriptive analytical approach. Random sampling was used to choose the sample such that it represented gender, age, and education levels all around. Reliability, validity, and structural correlations between the variables were tested by means of SPSS v25 and Smart-PLS v4 data analysis.

With Cronbach's Alpha values topping 0.7 and validity values over 0.85, the results show great dependability and validity for all variables (see Table 1). These findings align with previous studies that emphasize the importance of robust measurement tools in marketing research (Leguina, 20215).

The descriptive analysis reveals that participants generally perceive brand awareness and loyalty positively, with mean scores ranging from 3.9 to 4.3 (see Tables 2 and 3). This is consistent with the literature, which suggests that high brand awareness correlates with strong customer loyalty (Keller, 2016).

The correlation analysis shows a strong positive relationship between brand awareness and customer loyalty ($r = 0.453$, $p < 0.01$) (see Table 4). This finding supports the notion that brand awareness is a key driver of customer loyalty (Aaker, 1991). Additionally, content marketing dimensions (entertainment and informational value) exhibit moderate to strong correlations with brand awareness and loyalty, highlighting their complementary roles in enhancing customer engagement (Hudson et al., 2016).

The path analysis reveals that brand awareness mediates the relationship between content marketing and customer loyalty (see Figures 4-7). Specifically, the indirect effect of brand loyalty on content marketing through brand awareness is significant ($\beta = 0.234$, $p < 0.001$) (see Table 9). This finding aligns with the literature, which posits that brand awareness acts as a bridge between marketing efforts and customer loyalty (Keller, 2016).

The study also examines the impact of demographic factors (gender, age, and education) on the study variables. While gender and age show minimal influence, education level significantly affects brand loyalty and informational value (see Tables 10-15). Higher education levels seem to improve consumers' capacity to digest and value informative content, according to past studies (Hollebeek & Macky, 2019).

Empirical data regarding the interaction of content marketing, brand awareness, and customer loyalty in the Egyptian automotive industry is given in this paper. The results highlight the need of including entertainment and educational value into content marketing plans to raise consumer loyalty and improve brand recognition.

5.2 Recommendations

According to the above conclusion, the study provides recommendations for two groups of stakeholders, the first is firms and the second is academic researchers, as shown in Table 16.

Table 16. Recommendations

Recommendation Area	Action Steps	Timeline	Responsible Parties	Expected Outcomes
Firms	Investing in Content Marketing Strategies			
	- Allocate budgets for high-quality, engaging content creation	Immediate	Marketing teams, C-suite executives	Increased brand awareness and customer engagement
	- Use storytelling and interactive content to enhance emotional connections with customers	Ongoing	Creative teams, digital marketing agencies	Stronger brand loyalty and higher customer retention
	Targeting Local Culture and Consumer Values			
	- Customize content marketing campaigns to reflect local cultural nuances and preferences	6 months	Marketing teams, cultural consultants	Higher relevance and resonance of marketing efforts
	- Conduct market research to understand local consumer behavior and preferences	3 months	Market research teams	Data-driven insights to inform content marketing strategies
	Utilizing Social Media Platforms			
Future Research Directions	- Integrate social media into overall marketing plans	Immediate	Digital marketing teams	Broader reach and improved customer interaction
	- Leverage influencers and community-building activities on social media	Ongoing	Social media managers, PR teams	Strengthened brand presence and community engagement
	Exploring Factors Influencing Brand Awareness in Emerging Markets			
	- Study the impact of cultural values, economic factors, and media consumption patterns	12–24 months	Academics, researchers, marketing professionals	Insights into effective content marketing strategies in diverse contexts
	Longitudinal Studies to Track Brand Awareness and Customer Loyalty			

Table 16. Recommendations

Recommendation Area	Action Steps	Timeline	Responsible Parties	Expected Outcomes
	- Conduct long-term studies to assess changes in brand awareness and loyalty over time	24–36 months	Academics, researchers, industry analysts	Understanding of sustainable strategies for building brand loyalty
	Investigating Different Content Marketing Strategies			
	- Analyze the effects of personalized content, user-generated content, and firm-generated content	12 months	Researchers, marketing practitioners	Identification of most effective content types for specific markets
	- Explore the role of content formats (e.g., videos, infographics) and distribution channels	12 months	Researchers, content creators	Optimized content strategies for improving brand awareness
	Comparative Studies Between Emerging and Developed Markets			
	- Compare consumer behavior and content marketing effectiveness across markets	18–24 months	Cross-cultural research teams	Benchmarking strategies for global and local markets
	Examining the Impact of Digital Transformation			
	- Study the role of e-commerce, mobile commerce, AI, and big data in shaping brand dynamics	12–18 months	Technologists, marketing researchers	Insights into leveraging technology for brand growth
	Exploring Interaction Between Brand Awareness and Other Mediating Variables			
	- Investigate the interplay between brand awareness, brand image, customer satisfaction, and trust	12–24 months	Researchers, academics	Holistic understanding of brand-building processes

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Competing interests

The authors declare that they have no competing interests regarding the publication of this paper.

Authors' contribution

All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

Transparency

The authors confirm that the manuscript is an honest, accurate and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Institutional review board statement

The ethical committee of the Helwan University, Egypt has granted approval for this study on January 7, 2024 (Ref. No. 41001).

Data availability statement

This study conducted an anonymous survey and does not involve personal privacy. The materials and data used in this research will be availed by the authors upon a reasonable request.

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