

The content marketing impact on brand attitude and consumer**Participation on facebook****تأثير تسويق المحتوى على موقف ومشاركة المستهلك على شبكة التواصل فسيبوك****AMZIANE Louiza**

Tizi-ouzou University- Tizi-ouzou (Algeria), louiza.amziane@ummtto.dz

Received: 30/12/2022**Accepted:** 29/03/2023**Published:** 31/03/2023**Abstract**

Today, consumer behavior is changed according to word's technology. He is affected and educated by mains social media information. Therefore, content marketing is one of latest marketing strategies which follows consumer and incite him to favorable participation on social media and change their attitude, by producing and distributing valuable content.

The aim of this research is to study the impact of content marketing to brand attitude and consumer participation on social media, according to the type of content. This study is performed by 160 individuals questioned on two different contents on face book social media. Individuals are asked about two different content which are culinary content and well-being content. Collected data were analyzed by modeling structural equations. The results show us that in fact, content marketing has positive impact on brand attitude and participation on facebook according to the type of content.

Keywords: Social media, content marketing, consumer**JEL Classification Codes :** D72, M32, O33**ملخص:**

اليوم ، يتغير سلوك المستهلك وفقاً للتكنولوجيا الجديدة. يتأثر ويتعلم من خلال معلومات وسائل التواصل الاجتماعي . لذلك يعتبر تسويق المحتوى من أحدث استراتيجيات التسويق التي تتبع المستهلك وتحرضه على المشاركة الإيجابية على وسائل التواصل الاجتماعي وتغيير موقفه من خلال إنتاج وتوزيع محتوى قيم الهدف من هذا البحث هو دراسة تأثير تسويق المحتوى على موقف المستهلك تجاه العلامة التجارية ومشاركة المستهلك على وسائل التواصل الاجتماعي، وفقاً لنوع المحتوى.

في هذا الهدف تم إجراء هذه الدراسة على عينة تتكون من 160 فرداً تم استجوابهم حول مضمونين مختلفين على وسائل التواصل الاجتماعي الفيسبوك. تم تحليل البيانات التي تم جمعها من خلال نمذجة المعادلات الهيكلية. أظهرت لنا النتائج أن تسويق المحتوى له تأثير إيجابي على موقف المستهلك ومشاركته على الفيسبوك يكون وفقاً لنوع المحتوى.

الكلمات الدالة: تسويق المحتوى, المستهلك , وسائل التواصل الاجتماعي.

تصنيفات JEL : D72, M32, O33**Corresponding author:** AMZIANE Louiza : **Emai:** louiza.amziane@ummtto.dz

INTRODUCTION:

Technology and social media change marketing rules. Brands are obliged to be present on social media by producing and distributing content that convert potential customer into purchaser. The goal of this type of strategy is not to advertise brand or product, but make profit by attracting and retailing customers (Pelizzi, 2012) which can lead to improvement brand knowledge.

Content marketing is not a new strategy but it has practiced for many years (Pelizzi, 2012). Technology is becoming available to marketers which are able to produce content anywhere. However, media are not controlled by marketers, but rather by means electronics word of mouth (e-WOM) trough social media mention, views, shares, reposts, reviews, comments and subscribes.. E-WOM is share of information by customer about product, online and in social media with family, friends and colleagues. E-WOM is considered by marketers as the online form of viral marketing (Kaplan, 2011). By sharing content, marketers hope that content will spread virally and create a buzz about the brand (Fournier, 2011).

1-Theoretical Background

2-1- Content marketing

The concept of content marketing is applied for each information provided and shared digitally and can be managed. This content can be web page, video, animation, pdf, text, documents, and based data in data bases (Pelizzi, 2012)

Content marketing according to (McPheat, 2011) means “... publishing content that empowers, engages, educates and connects readers” (p.10). (Brennan, 2012) define content marketing as the process of delivering interesting business-related content to customers and other stakeholders through social media in order to become an influential hub in the social network.

For (Eric, 2014) in (Ignatius, 2016), content marketing objective includes : a) informing the public about the unique knowledge, processes and skills possessed by the company, b) showing how the product resolves their problems, c) positioning the company as the unique et preferred player in the market. The content shared must be interesting and relevant a story which can inform, educate and entertain readers (McPheat, 2011). (Kissane, 2011) adds that user-generated are considered as e-Word Of Mouth (e-WOM). (Smith, 2012) states that companies need to take user-generated content seriously , because it shapes the perception of consumers towards brand.

(Kissane, 2011) claims that content marketing is used by companies to implement long terms, realistic and achievable publishing plans and to adjust communication strategy across channel respecting the same goal. By focalizing effort on content marketing, companies can reduce costs by eliminating unnecessary advertising and expensive communication.

1-2-How internet facilitate content marketing

Internet is one of the most significant channels for exchange of goods, services and informations (Leeflang, 2014). Internet distinguishes itself from other marketing media by interactivity, experiential and goal directed behavior (Donna, 1997). This development call for a paradigm shift in conventional marketing Approach (Donna, 1997). Form among various social media sites, Facebook has become the top social network media by the number of 1,9 billion of daily users in 2021. In 2022, Facebook annonce 160 millions companies and 59% marketers on facebook social media². Perhaps due to its diversses applications and its innovatives adoptions (Angeles Oviedo-Garcia, 2014). Users can create profiles and share photos, informations and can becomes the friends of others. They can also participate in wide range of activities such as writing on friend's wall, commenting and liking (Smith, 2012).

(Donna, 1997) thinks that world wide web constitute essentially a '*many to many*' communication channel as opposed to advertising which is '*one to many*' channel. Interaction is the most important specificity born from the social media. In fact, customer can explore, learn and may have a positive experience which will leave a lasting in their mind about the brand (Donna, 1997). Content marketing is a beautiful opportunity that must be exploited by companies. In fact, advertising must be replaced by content marketing. But the content must be of good quality. On social media, companies tends to produce and distribute content video as a medium to convey a message and use it as one of promotional tool because video is more effective and efficient (Short, 2019). Research found that the audience on facebook prefer to share video 12 time more than text post and photo. This is why, quality video must be considered one of the crucial thing.

3-Literature review

3-1-Pertinence content and consumer participation

Content shared by company must be relevant and pertinent for the consumer. The contributing value of content produces interaction based on user participation and implication (Angeles Oviedo-Garcia, 2014). The participation is the degree to which the client is involved (Angeles Oviedo-Garcia, 2014). The participation of consumer can have a positive influence on consumer engagement (Vivek, 2012). The relevance (pertinence) of a content has been identified as one of the most important factors in anticipating consumer on social media (Ducoffe, 2000) in (Bergeron, 2017). (Men, 2014) distinguishes between two types consumptions:

Reactive consumption according to Watching videos, viewing pictures, reading companies posts, user comments or product reviews and liking/joining – i.e. becoming a fan or follower.

Proactive contribution: Engaging in conversation – commenting, asking and answering questions; sharing companies posts on consumer pages – video, audio, picture and texts; and recommending companies. We develop the following hypothesis:

² <https://blog.digimind.com/fr/agences/facebook-chiffres-essentiels#Monde>

H1: Pertinence content has a significant impact on the consumer participation on facebook social media.

3-2-Pertinence of content and Consumer attitude

In marketing, attitude is relevant because it predict consumer behavior (Spears, 2003). In theory, attitude brings together consumer’s evaluation, feelings and behavioral tendencies towards a product or brand. The perceived value of content shared on social media effect consumer attitude toward it (Daugherty, 2008). (Kevin, 2003) thinks that brand attitude is arisen by brand identity communication in market. Content marketing plays important role in identity design (Pourali, 2019). This is why companies must produce attractive content to maintain consumer. Precedent content allows us to develop the following hypothesis:

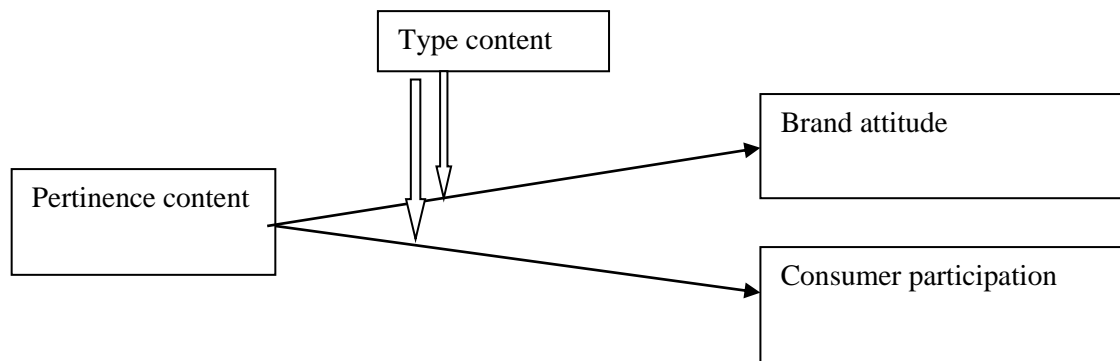
H2: pertinence content has a significant impact on the attitude consumer towards the brand.

3-3-Type content impact

Content marketing is based on applying authenticated interesting content to attract consumer. We think that the impact of relevance changes according to the involvement and the importance given to the content shared. The implications for the same content changes between two individuals. Type of content influences consumer involvement. We pose the following hypothesis:

H3: impact of pertinence content on attitude and participation is moderated by the type of content. The conceptual framework is presented in figure (01).

Figure (01): Conceptual framework



Source: author

4-Methodology and measurement

4-1-Methodology

To collect data from convenience sample, we designed structured questionnaire. Participation in the study was voluntary and aimed Brandt followers on facebook. Brandt is great known brand by the general public in Algeria. After many fusions (Thomson, Houston and Moulinex), Brandt was bought bythe Spanish Group Fagor in 2005. After Fagor depositing balance sheet in 2013, Brand was finally taken over by the cevital Group in 2014.

The content marketing impact on brand attitude and consumer participation on facebook

250 questionnaires distributed and shared using snowball technique, in October 2022. Only 162 were collected in and 160 were used because missing data. Each respondent answer to the questions according to culinary content and well-being content (related to pink October: see appendices). Respondent had to view the content by following the link insered. It's a video of steps of preparing a cake (Tcharak: oriental cake) for the culinary content, shared by Brandt's facebook page. For the well-being (health) content, we opted for an awareness video on screening (Pink October) shared by Brandt's facebook page.

4-2-Measurement

As mentioned, we conducted a questionnaire survey for selected data collection. To design questionnaire, we use validated scales used in previous studies. To mesure attitude we use (Pecheux, 1999) scale. To mesure pertinence we adopted (Barki, 1994). Four items developed by (Alhabash, 2015) are used to mesure consumer participation on facebook (see table 01). The questionnaire included 12 items, three scales, and 16 questions. A five-point likert scale was adopted, ranging from strongly agree to strongly disagree. The questionnaire was originally written in French, tested and modified to increase its reliability.

Table (01). Measurement of scales

construct	Measurement item	reference
Attitude	I like the brand I'm in favor for it I really like it I approve It's nice	Derbaix&Pecheux,. (1999)
Participation	I will like this facebook status I will comment this facebook statut I will share this facebook statut	Alhabach,. (2015)
pertinence	It's relevant to me It concern me Matters to me Means a lot to me	Barki,. (1994)

Source : Author

5-Exploratory and confirmatory factor analysis

We conducted structural equation modeling to assess the hypothesis. Before, we conducted exploratory factor analysis for each construct (attitude, participation, pertinence) with principal component analysis (PCA) to reduce variable.

Table (02): Results of exploratory factor analysis

	Content pertinence (culinary)	Content pertinence (health)	Participation (culinary)	Participation (health)	Attitude (culinary)	Attitude (health)
KMO	0.76	0.76	0.79	0.80	0.86	0.87
Barlett-test	0.00	0.00	0.00	0.00	0.00	0.00
Coud	1	1	1	1	1	1
% Variance	92.07%	94.81%	82.96%	82.59%	85.38%	88%
Cronbach Alpha	0.95	0.96	0.92	0.92	0.95	0.96
Vc rho	0.89	0.91	0.79	0.76	0.90	0.87
Vc Joreskog	0.96	0.97	0.93	0.93	0.97	0.97

Source: author

5-1-Exploratory factor analysis

Table.02 presents the results of the exploratory factor analysis. The results show that each construct is explained by one dimension which explains over 80% of variance. In fact, one axe which explains 92% and 94% of variance respectively in pertinence (culinary, health). The only axe explains also 82% of variance in participation. Finally, the one axe explain 85% and 82% of variance respectively in attitude (culinary, health).

KMO and Barlett's test were calculated to measure the sampling adequacy. As we show, KMO is more than 0,7 for each construct and Barlett's test is significant ($<0,05$).

Concerning reliability construct, cronbach Alpaha for each construct is $>0,8$ (Nunnally, 1978), we suggest that the reliability of the constructs were acceptable.

We used Rho de Vc and Vc Joreskog to assess the Converged validity and discriminant validity according to (Fornell, 1981). The Fornell and Lacker criterion obtained were acceptable $>0,7$. Converged validity and discriminant validity were acceptable (Hair, 2006).

5-2- Confirmatory factor analysis

To verify convergent validity and discriminant validity Vc Rho and Vc Joreskog were measured with (Fornell, 1981) measuring tool. Fornell and Lacker allow us to verify that there isn't multicollinearity between tow different constructs. Cronbach's Alpha were also calculated to verify reliability of constructs.

Confirmatory factor analysis (CFA) is the first step of structural equation modeling (SEM). CFA determines whether the number of factors and the loading of items on them conform to what is expected based in the pre-established theory of scale assessment Abbas., (2012). The AMOS software was used to indicate whether the proposed factor solution and the model fit the data. Maximum likelihood estimation was employed to compare structure coefficients between latents variables. After conducting CFA for each construct, we obtained goodness-of-fit indexes (see table 03).

As we show that fit indices, incremental and parsimony indices indicate an adequate data. In fact, GFI for each construct and for the structural model were near or more than 0,9. The Tucker Lewis index (TLI) were more than 0,5 and near 0,9. The comparative fit index (CFI) is also significant (near 0,9). Root Mean Square residual (RMR) for each variable and structural model were under 0,1 and the Root Mean Square Error of Approximation

The content marketing impact on brand attitude and consumer participation on facebook

(RMSEA) is acceptable for most of variable and the structural model. P-Value is 0,00 (<0,05) indicates that the model fits the data very well. Critical Ratio For Regression Weight CR is also under 1,96. Fortunately, the model fits the data well.

We can pass to the verification of hypothesis by analyzing estimates of regression weight for the impact of pertinence on participation and attitude for tow content. To test hypothesis we should to determine the significance of each coefficient of regression weight|: estimate. The three hypothesis are acceptable because they are CR >1,96 and P-value <0,05.

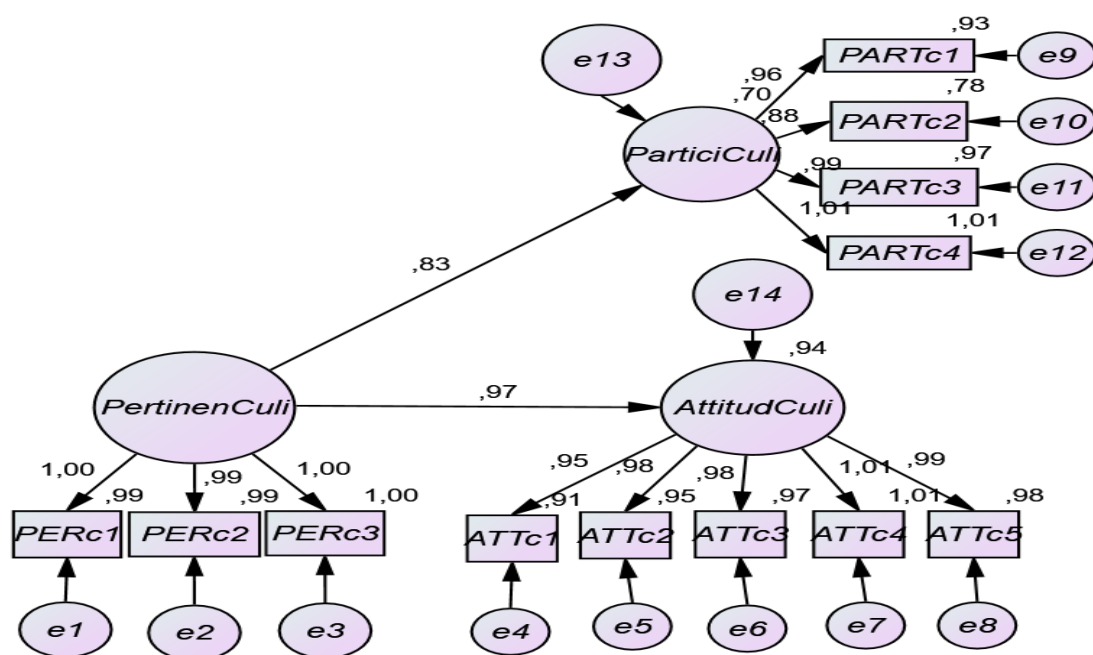
Structural's models obtained were presented by figure.02 for the impact of culinary content pertinence on consumer attitude and participation, and figure.03 for the impact of content pertinence about health.

Table (03): goodness-of-fit indexes for structural equation models

	<i>RMR</i>	<i>GFI</i>	<i>RMSEA</i>	<i>P</i>	<i>CFI</i>	<i>TLI</i>	<i>Smallest CR</i>	<i>Smallest Estimate</i>
Pertinence(culinary) : PertinenCuli	0,00	1,00	0,2	***	1,00	-	22,8	0,90
Pertinence(health) :PertinenHe	0,00	1,00	0,2	***	1,00	-	23	0,92
Participation(culinary) :ParticiCuli	0,061	0,91	0,1	***	0,86	0,85	15,5	0,83
Participation (health) :ParticiHe	0,054	0,95	0,1	***	0,92	0,77	16,7	0,86
Attitude (culinary) :AttitudCuli	0,049	0,9	0,1	***	0,84	0,67	21,8	0,90
Attitude (health) :AttitudHe	0,049	0,85	0,1	***	0,72	0,5	20,8	0,90
Model (culinary) :figure 02	0,09	0,8	0,1	***	0,92	-,90	8,8	Attitude:0,97 Participation:0,83
Model (health) :Figure 03	0,09	0,82	0,1	***	0,93	0,91	10,9	Attitude:0,63 Participation:0,74
Fit measures'indications	~0	~1	~0		~1	~1	≥1,96	≥0,5

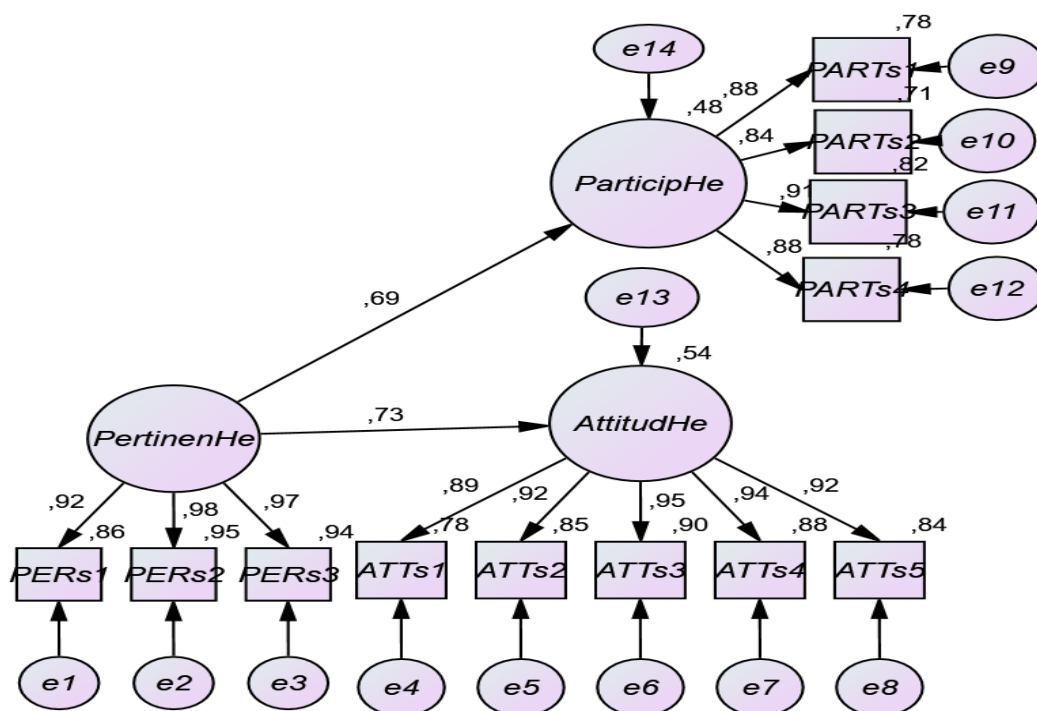
Source: author

Figure 02. Structural model of impact of culinary content on attitude and participation



Source: author

Figure 03. Structural model of impact of health content on attitude and participation



Source: author

6-Assumption validation

By the considering the result of study (see table.03 figure.02 and figure.03), the impact of pertinence is significant for culinary content and health content (0,69 for health and 0,83 for culinary; $>0,5$), therefore, we can validate H1. The results of study show us that pertinence content has a positive influence on brand attitude and it is confirmed that content marketing plays role in brand attitude. Second assumption H2 in proved. Finally, by comparison of the structural model presented in figure.02 and figure.03 we can confirm the third assumption H3. In fact, there is a difference between the effect of pertinence effect on attitude and consumer participation on facebook according to the type of content.

One of the other results of this study is relative to the type of content in the influence of marketing content. Effectively, the influence of culinary content is more important compared to the effect of Health content.

7-Conclusion

In first, the studies about content marketing are limited. Current study analyzes relationship between content marketing and band attitude and consumer participation on facebook. The results show us, effectively, there are significant positive impacts of content marketing on attitude and consumer participation. It proved also that the impact of content marketing depends on the type of content and the importance given by the consumer to the content. The current study shows that the asked consumers give more importance for culinary content compared to the health or well-being content.

Pertinence of content

The purpose of the study is to demonstrate the impact of content type on the pertinence of content. The results show that content type has different impact on pertinence. In fact, the informative type of publication (culinary) has more impact compared to the well-being content (Pink October).

Participation

The aim of this study is to demonstrate the effect of pertinence on participation depending the type of content. The results demonstrate a greater impact on participation (Sharing, Like) in case of culinary content (0,83) compared to the healthy content (0,69).

Attitude

The second variable concerns the attitude of internet user toward the content according the type of publication.

It revealed that the impact of pertinence is greater in case of culinary content (0,97) compared to the well-being (0,73).

-Theoretical results

The present paper gives an overview of the consequences of publications on attitudinal and behavioral variables of internet users. It shows us that the impact of pertinence is different according to attitudinal or behavioral variables. The impact is greater on attitudinal variable compared to the behavioral variable.

-Managerial implications and recommendations

This study is an opportunity for managers and marketers in choosing type of content to share on social network.

Managers had to orient their content with an informational and communicational objective to educate and involve the consumer in the objective to promote the elements of brand equity. The primary objective of each content must be the relevance. Relevant content contribute to satisfy informational and educational needs of internet user and to promote brand equity elements.

-Limitations

The limitations of this study are provided as fellows. The sample used is limited to the users of facebook page of the brand (Brandt). Then, futures studies can provide the moderator effect of pertinence content not the impact of pertinence content for tow type of content. Finally, we recommend to use PLS model for which is preferred for small sample.

8-Bibliography List:

- Alhabash, S. M. (2015). Alcohol's getting a bit more social: When alcohol marketing messages on Facebook increase young adults' intentions to imbibe. *Mass Communication and Society VOL 18* , pp. 350-375.
- Angeles Oviedo-Garcia, M. M.-E.-V.-M. (2014). Metric proposal for customer engagement in Facebook. *Journal of research in interactive marketing* .
- Barki, H. a. (1994). Measuring user participation, user involvement, and user attitude. *MIS Quarterly* , pp. 59-62.
- Bergeron, C. G. (2017). *Etude du marketing de contenu et son influence sur le comportement d'engagement du consommateur*. Quebec, Montreal: Memory.
- Brennan, R. a. (2012). The use of social media in B2B marketing and branding: An exploratory study. *Journal of customer behaviour 11.2* , pp. 101-115.
- Daugherty, T. M. (2008). Exploring consumer motivations for creating user-generated content. *ournal of interactive advertising 8* , pp. 16-25.
- Donna, L. H. (1997). A new marketing paradigm for electronic commerce. *The information society 13.1* , pp. 43-54.
- Ducoffe, R. H. (2000). Advertising value and advertising processing. *Journal of Marketing CommunicationsN VOL 6* , pp. 247-262.
- Eric, G. (2014). Goodbye, B2B brand marketing: Developing content-based marketing programs for the postmarketing era. *International Management Review, 10 (2)* , pp. 86-73.
- Fornell, C. a. (1981). Structural equation models with unobservable variables and measurement error . *Algebra and statistics* , pp. 382-388.
- Fournier, S. a. (2011). The uninvited brand. *usiness horizons vol 54* , pp. 193-207.
- Hair, J. F. (2006). Multivariate data analysis 6th Edition. *Journal of Abnormal Psychology VOL 87* , pp. 49-74.
- Ignatius, O. (2016). Content Marketing: Using it effectively for Brand Strategy and Customer Relationship Management. *Advances in Social Sciences Research Journal 3.12* , pp. 52-61.
- Kaplan, A. M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business horizons vol 54* , pp. 253-263.
- Kevin, K. (2003). *Strategic Brand Managemen: Choosing Brand Elements to Build Brand Equity*. England: Pearson Education Limited.
- Kissane, E. a. (2011). *The elements of content strategy*. New York: A Book Apart. PDF.
- Leeflang, P. S. (2014). Challenges and solutions for marketing in a digital era. *European management journal 32.1* , pp. 1-12.
- McPheat, S. (2011). Developing internet marketing strategy. 2016.
- Men, L. R.-H. (2014). Perceptual, attitudinal, and behavioral outcomes of organization–public engagement on corporate social networking sites. *Journal of public relations research 26* , pp. 417-435.
- Pecheux, C. a. (1999). Children and attitude toward the brand: A new measurement scale. *Journal of Advertising Research VOL 4* , pp. 19-19.

Pelizzi. (2012). The rise of storytelling as the new marketing. *Publishing research quarterly* , pp. 116-123.

Pourali, M. A. (2019). The Content Marketing Impact to Brand Attitude and E-Verbal Communication in Sport Tourism in Iran. *Journal of Sport Sciences VOL 4* , pp. 21-28.

Pulizzi.

Short, N. J. (2019). Recommendations for the assessment and management of measurable residual disease in adults with acute lymphoblastic leukemia: a consensus of North American experts. *American journal of hematology Vol 94* , pp. 257-256.

Smith, A. N. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *ournal of interactive marketing 26.2* , pp. 102-113.

Spears, N. a. (2003). Measuring attitude toward the brand and purchase intentions. *ournal of current issues & research in advertising VOL 26* , pp. 53-66.

Vivek, S. D. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of marketing theory and practice VOL 20* , pp. 122-146.

Culinary content	Well-being (health) content
