

# Impact of Digital Marketing Content on Brand Awareness among Jordanian Consumers

Khaled Tawfiq Al-Assaf<sup>1</sup>

## Abstract

*The study aimed to identify the impact of digital marketing content on consumer awareness of the brand. To achieve its objectives, the researcher adopted a descriptive-analytical approach. A data collection tool was developed in the form of a questionnaire consisting of 27 items, which was distributed electronically to a simple random sample of 650 consumers from the study population. A total of 365 valid questionnaires were collected and approved for analysis. Statistical methods appropriate to the study were applied using SPSS 22 for data analysis. The study yielded several key findings, most notably that digital marketing content—specifically information recombination, accessibility, and speed—has a statistically significant effect on Jordanian consumers' brand awareness at a significance level of ( $\alpha < 0.05$ ). Notably, accessibility accounted for 35.6% of the variance in consumer brand awareness. Based on these findings, the study recommends that businesses focus on ensuring the accessibility of their digital marketing content to enhance brand awareness among customers. Since the results suggest a deficiency in this dimension, the study also advises companies that provide digital marketing content with information recombination to focus on delivering valuable information to boost positive brand perception among consumers. Additionally, it is essential for businesses to explore effective methods for managing the speed aspect of digital marketing content to positively impact brand recognition, particularly in terms of how relevant advertising content is presented.*

**Keywords:** Digital Marketing, Brand Awareness, Jordanian Consumers.

## Introduction

Social media has become an essential tool for connecting individuals all around the world in the current day. It is used to communicate with consumers online. Social media offers a platform for communication and information exchange between users and publishers, ensuring user-publisher interaction (1).

As a result, the development of technology has opened up a lot of commercial options. Numerous internet platforms have assisted companies in raising their profit margin and sales. Social media's role as a marketing tool for building brand awareness and growth has been dominated by this shift in the corporate world. Companies set up social media accounts where they post information about their products to educate customers and upload videos or pictures to draw in the target market about their offerings. In addition to improving brand performance, the material will help brands keep consumers interested in their activities (2).

These days, content marketing is a crucial marketing strategy for businesses that want to make significant profits while achieving precise, efficient, and affordable marketing goals. Businesses can gain notoriety and brand value through content marketing (3).

Today, content marketing is a popular tactic since it may increase sales and brand awareness. However, there are obstacles to overcome in order to guarantee the success of influencer marketing, particularly when it comes to delivering material that is both entertaining and informative enough. Maximizing client purchasing intent requires overcoming these obstacles (4).

Digital marketing content is a common strategy used by businesses to advertise their goods and inform consumers about their brands. However, not all businesses are successful in promoting their goods and ensuring that their clients can purchase them (5).

---

<sup>1</sup> E-marketing and social media department, Faculty of Economics and Business Administrative Sciences / Zarqa University, Jordan, Email: [kassaf@zu.edu.jo](mailto:kassaf@zu.edu.jo)

In response to this shift in the habits of a digital society that embraces new connected devices that generate more data, marketers have discovered an opportunity to invest in digital marketing content and develop strategies that center on creating high-quality content that adapts to each individual consumer. This is because consumers are becoming more visible on social media, and the digital consumer is becoming more visible. Customers therefore get goods and services that are tailored to meet their own requirements. Even though content marketing has been extensively used in recent decades, businesses may also utilize artificial intelligence (AI) algorithms to produce material that is updated in real time, among other applications(6).

However, the buyer will not pay attention to it if the information is of lower quality and does not properly address his wants(7). Consequently, social media and digital marketing have become crucial to the growth of the online marketing process in a digital ecosystem.

The first and most crucial step in marketing communications is building brand awareness. This has been accomplished in business operations using a variety of marketing communications methods(8).

Hence, this study came to identify the impact of digital marketing content on Jordanian consumer awareness of the brand.

## Literature Review

One of the most popular marketing strategies in digital marketing communications is content marketing, which uses the customer's point of view to build relationships via the production and sharing of engaging material on social media that enhances their daily lives. The phrase "content marketing" is not new, yet it is always evolving. It has been difficult to define because the term "content marketing" depends on the context. Marketers are increasingly using content marketing to boost brand engagement and get rid of obtrusive advertising (9).

Content marketing is ideal because it utilizes a variety of techniques to attract customers to the brand's content. (10).

The marketing and commercial process of producing and disseminating worthwhile and pertinent material in order to draw in, acquire, and interact with a precisely identified and comprehended target audience—with the ultimate objective of motivating clients to take lucrative action—is known as content marketing(11).

The purpose of Study (12) was to look at the connection between customer purchasing decisions, social media content marketing, and brand recognition. The findings, however, show that social media content marketing has a moderately strong positive correlation with customer purchase decisions, whereas brand awareness has a modest but statistically significant positive correlation.

Therefore, distributing and communicating information about marketing content on social media is crucial to getting more customers to engage with companies (13).

Particularly in the aftermath of the current global digital revolution, the content industry is seeing a significant increase. Artificial intelligence has been employed in digital media to enhance performance quality, accelerate its effect, and vary its material in terms of quantity and quality as the uses of the Internet for marketing have expanded. In the twenty-first century, these increasingly linked sets of digital technologies are particularly poised to revolutionize the type and caliber of digital media.(14)

Brand awareness, brand trust as a mediator, and social media content marketing were proven to have a favorable effect on brand loyalty. The results showed that brand awareness, social media content marketing, and brand trust acting as a mediator all had a beneficial effect on brand loyalty among consumers who purchase the brand (15).

Millennials place a high value on the caliber of material businesses post on social media as well as user interaction. It boosts social media users' motivation, improves their online interaction, and raises their business exposure. Increased purchase intent for these businesses results from the combination of higher online customer interaction and brand recognition. Given the significant role these factors play in amusing and engaging users online, increasing brand awareness, and influencing offline purchase intent, businesses are therefore encouraged to invest in creating high-quality content for their social media pages and implement all available strategies to improve brand user engagement(16).

### Study Model

The study model was designed in light of reviewing previous studies (14), (17), (18) as in Figure.:(1) .

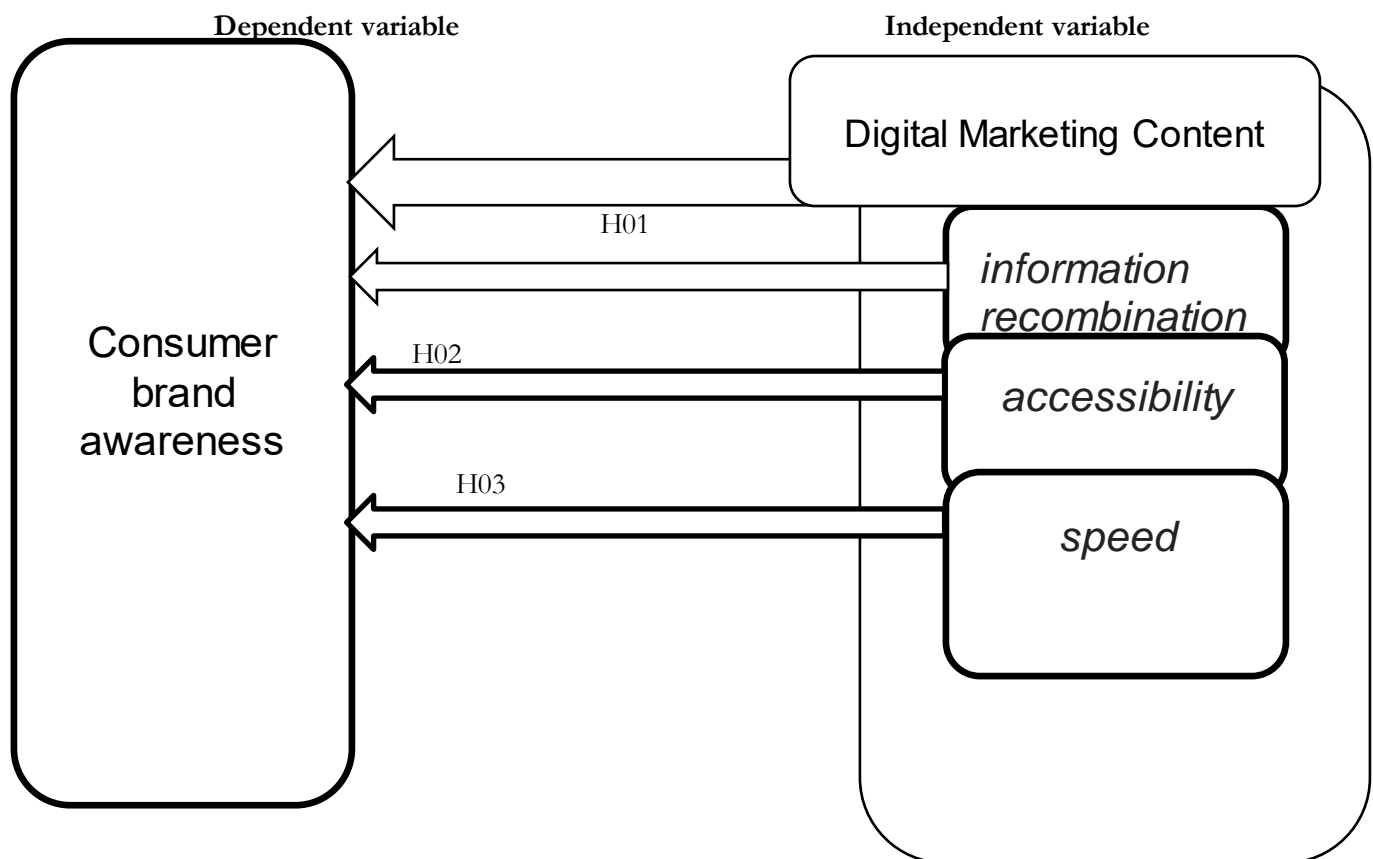


Figure (1) Study Model

Based on the study model, the researcher proposed the following hypotheses:

H0: Main hypothesis: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for digital marketing content (information recombination, accessibility, speed,) on Jordanian consumer awareness of the brand.

From the main hypothesis, we derive the following sub-hypotheses:

H01: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for information recombination on Jordanian consumer awareness of the brand.

H02: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for accessibility on Jordanian consumer awareness of the brand.

H03: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for speed on Jordanian consumer awareness of the brand.

## Methodology

### *Study Population and Sample*

The study community consists of Jordanian consumers. The researcher decided to use the standard random sampling procedure. As a result, the study sample received 650 questionnaires via electronic mail. Questionnaires containing incomplete information (170) and data indicating a lack of seriousness (115), as shown by respondents choosing the same answer for each statement, were removed. Therefore, 365 genuine questionnaires were utilized to assess the data and extract them for the current study.

### *Analysis*

#### *Testing the Main Study Hypothesis*

**H0: Main hypothesis: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for digital marketing content (information recombination, accessibility, speed) on Jordanian consumer awareness of the brand.**

The researcher used the multiple linear regression test to test this hypothesis, and Table (1) shows the test results:

**Table (1).** Multiple Linear Regression Analysis

Significance	T	B	The independent variable.	Significance.	F	R <sup>2</sup>	R	Dependent variable.
.013	2.485	.146	information recombination	0.00	96.360	0.446	0.668	Consumer brand awareness
.000	6.801	.379	accessibility					
.000	6.471	.364	speed					
Tabulated (t)=1.96				Tabulated (f)=2.93				

Table (1) shows that the correlation coefficient of 0.668 indicates a strong relationship between digital content (accessibility, information recombination, and speed) and consumer awareness of the brand. The coefficient of determination (R<sup>2</sup>) value reveals that digital content (accessibility, information recombination, and speed) explains 44.6% of the variance in consumer awareness of the brand. There is also a statistically significant effect of digital content on consumer brand awareness, as indicated by the (F-sig) value of 0.00, which is below 0.05, and the calculated F-value of 96.360, which exceeds the critical table value of 2.93.

This confirms the study model's significance. Furthermore, the beta coefficient for each digital content variable (accessibility, information recombination, and speed) is less than the critical table value of 1.96, leading us to reject the null hypothesis.

Main hypothesis: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for digital marketing content (information recombination, accessibility, speed) on Jordanian consumer awareness of the brand.

We accept the alternative hypothesis that:

Main hypothesis: There is statistically significant effect at a significance level ( $\alpha < 0.05$ ) for digital marketing content (information recombination, accessibility, speed) on Jordanian consumer awareness of the brand.

#### *Sub-hypotheses*

**H01: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for information recombination on Jordanian consumer awareness of the brand.**

The researcher used the simple linear regression test to test this hypothesis, and Table (2) shows the test results:

**Table (2).** Simple Linear Regression Analysis

Significance	T	$\beta$	The independent variable.	R <sup>2</sup>	R	Dependent variable.
0.00	10.211	0.564	information recombination	0.223	0.472	Consumer brand awareness
Tabulated (t)=1.96						

As shown in Table (2), the t-value is 10.211, which is greater than its critical (tabular) value, with a significance level of 0.00, below the 0.05 threshold. This indicates a statistically significant effect of information recombination on consumer awareness of the brand. Therefore, we accept the alternative hypothesis, which states: There is statistically significant effect at a significance level ( $\alpha < 0.05$ ) for information recombination on Jordanian consumer awareness of the brand.

There is a direct relationship between information recombination and consumer awareness of the brand, with a correlation value of 0.472. Information recombination accounts for 22.3% of the changes in consumer awareness of the brand.

**H02: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for accessibility on Jordanian consumer awareness of the brand.**

The researcher used the simple linear regression test to test this hypothesis, and Table (3) shows the test results:

**Table (3).** Simple Linear Regression Analysis

Significance	T	$\beta$	The independent variable.	R <sup>2</sup>	R	Dependent variable.
0.00	14.129	0.639	Accessibility	0.356	0.597	Consumer brand
Tabulated (t)=1.96						

As shown in Table (3), the t-value is (14.129), which is greater than its critical (tabular) value, with a significance level of 0.00, below the 0.05 threshold. This indicates a statistically significant effect of accessibility on consumer awareness of the brand. Therefore, we accept the alternative hypothesis, which

states: There is a statistically significant effect at a significance level ( $\alpha < 0.05$ ) for accessibility on Jordanian consumer awareness of the brand.

There is a direct relationship between accessibility and consumer awareness of the brand, with a correlation value of 0.597. Accessibility accounts for 35.6% of the changes in consumer awareness of the brand.

### H03: There is no statistically significant effect at a significance level ( $\alpha < 0.05$ ) for speed on Jordanian consumer awareness of the brand.

The researcher used the simple linear regression test to test this hypothesis, and Table (4) shows the test results:

Table (4). Simple Linear Regression Analysis

Significance	T	$\beta$	The independent variable.	R <sup>2</sup>	R	Dependent variable.
0.00	12.887	0.651	Speed	0.314	0.560	Consumer awareness of the brand
Tabulated (t)=1.96						

As indicated in Table (4), the t-value of 12.887 exceeds its critical (tabular) value with a significance level of 0.00, which is below the 0.05 threshold. This result confirms a statistically significant impact of speed on consumer brand awareness. Consequently, we accept the alternative hypothesis, which states: There is a statistically significant effect at the ( $\alpha < 0.05$ ) level for speed on Jordanian consumer awareness of the brand.

The analysis reveals a positive correlation between speed and consumer brand awareness, with a correlation coefficient of 0.560. Speed explains 31.4% of the variation in consumer awareness of the brand.

## Recommendations

Based on the study's findings, the researcher recommends the following:

Businesses should prioritize the accessibility of their digital marketing content to enhance customer brand awareness. Since the results highlight a deficiency in this area, the study suggests that companies providing digital marketing content with an information recombination approach should focus on delivering valuable and clear information to strengthen positive brand perception among consumers.

It is essential for businesses to identify the most effective methods for managing the speed of their content delivery. By doing so, they can positively influence and increase brand recognition, especially by optimizing the delivery of relevant advertising content to meet consumer expectations.

## References

- Genoveva, G., 2021. Tiktok platform opportunity: how does it influence SMES brand awareness among generation Z?. Sriwijaya International Journal of Dynamic Economics and Business, pp.273-282.
- Zhu, X., 2019, March. Research on the impact of content marketing on brand equity. In International Academic Conference on Frontiers in Social Sciences and Management Innovation (IAFSM 2018) (pp. 230-235). Atlantis Press.
- Fernando, E. and Prabowo, Y.D., 2024, September. The Impact of Social Media in Marketing on Brand Awareness and Customer Trust in Increasing Purchase Intention. In 2024 International Conference on Information Technology Research and Innovation (ICITRI) (pp. 335-340). IEEE.
- Tritama, H.B. and Tarigan, R.E., 2016. The effect of social media to the brand awareness of a product of a company. CommIT (Communication and Information Technology) Journal, 10(1), pp.9-14.
- Barbosa, B., Saura, J.R., Zekan, S.B. and Ribeiro-Soriano, D., 2024. RETRACTED ARTICLE: Defining content marketing and its influence on online user behavior: a data-driven prescriptive analytics method. Annals of Operations Research, 337(Suppl 1), pp.17-17.
- Chopra, M., Singh, S.K., Gupta, A., Aggarwal, K., Gupta, B.B. and Colace, F., 2022. Analysis & prognosis of sustainable development goals using big data-based approach during COVID-19 pandemic. Sustainable Technology and Entrepreneurship, 1(2), p.100012.

- Çizmeçi, F. and Ercan, T., 2015. The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness By Housing Companies. *Megaron*, 10(2).
- Zahay, D., 2014. Beyond interactive marketing. *Journal of Research in Interactive Marketing*, 8(4).
- Liu, H.W. & Huang, H.C., 2015, 'Tradeoff Between Push and Pull Strategy: The Moderating Role of Brand Awareness', in H. Spotts (eds.), *Marketing, Technology and Customer Commitment in the New Economy*. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham, pp.259–264
- Du Plessis, C., 2017. The role of content marketing in social media content communities. *South African Journal of Information Management*, 19(1), pp.1-7.
- Ansari, S., Ansari, G., Ghori, M.U. and Kazi, A.G., 2019. Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insight*, 2(2), pp.5-10.
- Ahmad, N.S., Musa, R. and Harun, M.H.M., 2016. The impact of social media content marketing (SMCM) towards brand health. *Procedia Economics and Finance*, 37, pp.331-336.
- Safari, A., Abd Rahman, N.A.B. and Ahmad, A.K., 2023. Media Content in the Digital Age. *Studies in Media and Communication*, 11(3), pp.1-2.