

The Influence of Content Marketing, Electronic Word of Mouth, Online Convenience and Social Media Marketing on Local Brand Consumers' Purchase Intentions in Egypt¹

Dr. Dina El Salmy

Assistant professor of marketing
and international business
Arab Academy for Science and Technology
and Maritime Transport, Egypt
dina.salmy@aast.edu

Dr. Nada Eman

Assistant professor of marketing
and international business
Arab Academy for Science and Technology
and Maritime Transport, Egypt
nada@aast.edu

ABSTRACT

Purpose: This study investigates the impact of content marketing, electronic word-of-mouth (EWOM), online convenience, and social media marketing on the purchase intentions of local brand consumers in Egypt. It aims to understand how these marketing factors influence consumer purchase decisions.

Methodology: This study used a quantitative approach to analyze how content marketing, electronic word-of-mouth (EWOM), online convenience, and social media marketing influence purchase intentions among local brand consumers in Egypt. Data were collected from 652 Instagram users via online surveys and analyzed using AMOS for Structural Equation Modeling (SEM) and SPSS for correlation analysis to assess the relationships between these marketing factors and purchase intentions.

Results: The study found that content marketing, EWOM, and social media marketing significantly and positively influence purchase intentions. However, the impact of Online Convenience was mixed, indicating that search convenience and aspects positively and significantly affect purchase intentions while possession convenience, evaluation convenience and transactional convenience have no significant effect on purchase intention of local brands in Egypt. Also, it was stated that social media marketing affects positively Purchase Intention.

Keywords: Content Marketing, EWOM, Online convenience, social media Marketing, and Purchase Intention.

¹ Received in 10/10/2024, accepted in 1/3/2025.

I. INTRODUCTION

In recent years, the marketing landscape has undergone a significant transformation, driven largely by the rapid growth of digital platforms. Companies are increasingly focusing on cultivating long-term relationships with stakeholders, particularly customers, through digital marketing. This shift from traditional marketing channels has been accelerated by the COVID-19 pandemic, which highlighted the advantages of digital engagement, such as reduced costs and the ability to reach well-segmented audiences. As a result, businesses are no longer solely relying on passive content consumption; instead, they are fostering deeper customer engagement through active interactions such as shares, likes, and comments (Żymkowska et al., 2017 and Bonilla-Quijada, 2023).

At the same time, the widespread use of the internet has empowered consumers by giving them easy access to product information, allowing them to compare quality and prices more efficiently. This shift has had a profound effect on consumer behavior, particularly during the pre-purchase and post-purchase stages (Chaffey & Smith, 2019). As digital media dependency grows, companies must adjust to this changing environment by leveraging digital platforms to communicate more effectively with their customers and build stronger, more transparent relationships.

One of the most notable developments in this digital revolution is the increasing shift towards mobile-first social media usage. An eMarketer report (2020) indicates that more than 70% of mobile internet users access social media through their devices, with this percentage projected to increase to 91% by 2024, aligning with the overall growth of internet users worldwide (Statista, 2024). This rise in mobile internet usage provides businesses with a unique opportunity to directly engage with their target audiences on platforms they already use regularly, offering new avenues for interactive and dynamic marketing strategies.

In parallel, social media and e-commerce platforms have dramatically reshaped the online shopping experience, especially through the rise of user-generated content and electronic word of mouth (EWOM). Platforms like Xiaohongshu, Mogujie, and Meilishuo have adopted EWOM as a central business strategy, which helps brands reach broader audiences and increase market share. However,

while EWOM offers clear advantages, it also comes with significant challenges, including misinformation, misleading content, and online trolling. The absence of editorial control over user-generated content exacerbates these issues, which can ultimately lead to poor purchasing decisions and erode consumer trust in the process. Furthermore, unethical practices by some e-commerce merchants—such as manipulating reviews or orchestrating coordinated attacks on negative feedback—add another layer of complexity, undermining the credibility of the digital marketplace.

Given these challenges, fostering an online community based on transparency, fairness, and integrity has become essential for businesses looking to build long-term trust with consumers. By utilizing the strengths of digital platforms, such as big data and virtual communities, social e-commerce can help address information asymmetry, improve the flow of accurate information, and enhance the overall online shopping experience. This study aims to explore how content marketing, EWOM, online convenience, and social media marketing impact the purchase intentions of Egyptian consumers, particularly those purchasing local brands. Specifically, it seeks to examine the role of content marketing, as well as the quality, quantity, and sender's experience of EWOM, in shaping consumer purchase decisions.

The Egyptian context provides a unique and compelling backdrop for this study. As of January 2023, Egypt's population had reached 111.8 million, with an annual growth rate of 1.6%. The country's growing internet penetration (72%) and widespread smartphone usage (94%) reflect a rapidly expanding digital landscape, with the average Egyptian spending 7 hours and 41 minutes online each day (Thakur et al., 2023). Moreover, the increasing use of social media—coupled with the country's economic challenges, such as inflation and currency devaluation—has led to a rising preference for locally produced goods. Local brands are now seen as more affordable and appealing compared to international alternatives (PwC, 2022). Additionally, the rise of e-commerce platforms and social media has empowered local businesses, enabling them to engage directly with consumers and strengthen their online presence (Egyptian Streets, 2024). This shift towards supporting local brands, especially those incorporating

elements of Egyptian culture, has been further driven by national pride and the appeal of unique, culturally relevant products (Boseila et al., 2020).

In this rapidly evolving digital environment, the study focuses on understanding how digital marketing strategies—such as content marketing, EWOM, social media marketing, and online convenience—impact the purchasing decisions of Egyptian consumers, particularly regarding local brands. The research aims to provide insights into the factors that shape consumer behavior in Egypt, where the local brand market is becoming increasingly significant. By addressing how content marketing, social media engagement, and EWOM influence purchase intentions, this study seeks to offer practical recommendations for businesses looking to optimize their digital marketing strategies in Egypt and similar emerging markets.

In conclusion, this research provides a comprehensive understanding of how digital marketing strategies affect consumer behavior in a developing market like Egypt. It highlights the growing importance of digital engagement, especially through social media and EWOM, and examines the need for businesses to adopt consumer-centric approaches to foster trust, improve the shopping experience, and ultimately strengthen brand loyalty. The findings will offer valuable insights for local businesses in Egypt, as well as for marketers in other developing countries, looking to enhance their digital marketing efforts in culturally distinct and economically constrained environments.

This paper is structured as follows: it begins with a conceptual background and a review of the literature related to the research variables. Next, the conceptual framework is introduced, and the hypotheses are formulated. Following this, the research methodology is detailed. Finally, the paper concludes with a discussion of the findings, a conclusion and limitations, and future research suggestions.

2. CONCEPTUAL BACKGROUND

2.1 CONTENT MARKETING

Content marketing is an online marketing approach focused on creating, communicating, and delivering valuable content to target customers to achieve specific marketing goals, such as enhancing brand awareness, boosting sales,

building credibility, and increasing brand favorability (Rose & Pulizzi 2011; Dwivedi et al., 2021). Baltes (2015) defines content marketing as an ongoing process of producing, sharing, and delivering relevant and valued content to engage a well-defined audience, aiming to foster profitable, long-term relationships and favorable customer actions. Content marketing invites businesses to engage with consumers throughout their purchasing decision-making journey (Ho et al., 2020). Moreover, it was stated that effective content marketing can have a significant effect on sustainable purchase intention (Nati et al., 2024).

Content marketing involves the creation and distribution of digital content designed to influence purchasing intentions. Research by Gorry and Westbrook (2011) and Lopez and Casais (2022) indicates that softer marketing techniques, such as storytelling and content marketing, enhance customer engagement. This process starts with identifying the target audience based on demographics, behaviors, and preferences, followed by developing and delivering relevant content through various online formats, including blogs, videos, and infographics (Kose & Sert, 2016; Ho et al., 2020). The growing reliance on the internet and the shift toward virtual interactions have accelerated the adoption of content marketing. It is considered a pull marketing strategy that allows businesses to stand out from competitors by providing value to consumers (Liu & Huang, 2015; Kaspar et al., 2019).

Recently, more than two-thirds of enterprise marketers have recognized the increasing significance of content marketing, which also aids in customer retention by offering engaging content that fosters repeat purchases and effectively communicates the business message (Jafarova & Tolon, 2022). This approach has become a standard in the industry, often proving more effective than traditional marketing methods. Unlike persuasive advertising, content marketing focuses on providing information that offers real value to consumers, whether interesting, helpful, informative, or entertaining (Forrest, 2019). In the past decade, content marketing has emerged as a dominant practice in the marketing field (Cespedes et al., 2018).

Moreover, it was highlighted that content marketing on social media, particularly through engaging video content and informative posts on social media platforms such as Instagram, amplifies electronic word-of-mouth (EWOM) by encouraging consumer reviews, which in turn significantly influence purchasing decisions (Lestari, 2021).

2.2 EWOM

Traditionally, word-of-mouth (EWOM) refers to informal, conversational messages exchanged between individuals regarding a particular product or service (Pourabedin & Migin, 2015). Electronic word-of-mouth (EWOM) extends this concept to feedback and discussions about products, services, and brands facilitated through internet-mediated platforms (Souki et al., 2023). EWOM, driven by digital technology, significantly influences consumer attitudes and behaviors by providing information through blogs, social media networks, and review sites, which helps shape perceptions and decision-making (Todri et al., 2021).

Previous research, including studies by Wang et al. (2013) and Todri et al. (2021), suggests that EWOM can be assessed through various dimensions. They identified seven key dimensions of EWOM: relevance, timeliness, accuracy, comprehensiveness, source experience, source credibility, and information usefulness. Ahmed (2017) categorized EWOM into two dimensions: EWOM within groups and EWOM outside groups. Additionally, Mohamed and Hassan (2023) identified three primary dimensions of EWOM, differing from the previously mentioned categorizations.

E-WOM Quality: This pertains to the extent to which electronic word-of-mouth (EWOM) can persuade consumers to take specific actions, such as making a purchase. It involves the ability of EWOM to meet consumer needs and desires by delivering high-quality information (Mohamed & Hassan, 2023).

E-WOM Quantity: Refers to the number of comments about preferred products posted online, reflecting their popularity and market performance. Consumers use these signals to boost their confidence and reduce perceived risks when making purchasing decisions. Essentially, a higher quantity of

comments is interpreted as a sign of a product's popularity and significance, leading consumers to believe that more reviews equate to greater product importance and desirability (Mohamed & Hassan, 2023).

Sender's Expertise: Consumer feedback from individuals with firsthand experience can effectively attract new customers and influence their purchasing decisions. Researchers, after reviewing various studies on electronic word of mouth (EWOM), chose to adopt specific dimensions due to their relevance to the current research environment. Studies have shown that EWOM positively impacts brand image and consumer behavior during the pre-purchase phase by enhancing customer knowledge. As a result, EWOM generated within online communities can significantly influence purchase intentions and brand perception.

The quality of information is one of the most critical aspects of EWOM. Information shared by consumers with actual product experience can shape the perceptions of other potential buyers. Since online shopping lacks the tactile experience of traditional retail, consumers seek reliable and useful information through EWOM. Additionally, EWOM spreads through the exchange of opinions and experiences on online platforms such as social media and blogs. The volume and number of EWOM comments also play a role in influencing purchasing decisions. Furthermore, the sender's experience is crucial, as comments from consumers who have used the product tend to attract potential customers and increase the likelihood of purchase (Ahmed, 2017).

EWOM has been shown to positively affect brand image and consumer behavior during the pre-purchase stage by increasing the availability of customer knowledge and information. As a result, EWOM generated from online communities can enhance both purchase intentions and brand image. The quality of EWOM is crucial, as the information shared by experienced consumers influences product perceptions. Consumers actively seek trustworthy and helpful information from others in the form of EWOM, especially since online shopping lacks the sensory experience of physical stores. Additionally, consumers' willingness to share their reviews, experiences, and opinions about a product or brand can influence sales volume and brand image.

EWOM is disseminated through online channels, including social media and blogs. The quantity of EWOM impacts purchasing decisions, as the number of comments can affect purchase intentions. The sender's experience is also vital in EWOM, as comments from consumers with firsthand product experience can attract potential customers and increase purchase intentions (Hyrynsalmi et al., 2015). Moreover, social media marketing facilitates consumer engagement through interaction and the generation EWOM. Yet, online convenience, enhances the holistic shopping experience, collectively influencing consumer purchasing decisions (Prasath & Yoganathen, 2018).

2.3 ONLINE CONVENIENCE

Online convenience is a key factor driving the increasing appeal of online shopping (Morganosky & Cude, 2000 and Thao, 2020). With busier lifestyles, consumers are opting for online and virtual shopping due to its convenience compared to traditional methods, primarily because it saves time and effort during the purchasing process (Thao, 2020). The efficiency of online transactions, enhanced by social media and the internet, positively affects consumer purchasing decisions (Duarte, Silva, and Ferreira, 2018). Moreover, short, emotionally engaging videos have been shown to positively influence consumer behavior, connecting content marketing with successful outcomes such as purchases or recommendations, other factors, including product specifications and page design, also play a role in shaping buying behavior (Junejo, 2020).

Online convenience encompasses several aspects: search convenience, which involves the ease with which customers can locate and choose products (De Costa et al., 2018), often supported by paid ads and social media buzz (Kollmann et al., 2012). Access convenience refers to the ability of customers to reach online stores from any location, rather than being limited to local shops (Bilgihan et al., 2016). Evaluation convenience pertains to the clarity and thoroughness of product information, aiding customers in determining if their needs will be met (Duarte et al., 2018). Transaction convenience involves the ease and security of the payment process, which can enhance customer satisfaction and reduce checkout times, Finally, possession convenience includes the total

time, effort, and costs involved in acquiring a product, including post-possession factors like returns, refunds, and warranties (Le-Hoang, 2020).

2.4 SOCIAL MEDIA MARKETING

Social media marketing is gaining popularity worldwide and includes all marketing activities carried out on various social media platforms. Its use has surged, particularly after the COVID-19 pandemic, which has transformed how different demographics engage with social media (Shafiq et al., 2023).

In terms of consumer buying behavior, social media marketing significantly improves the purchasing experience by helping consumers gather product information, understand features and value, and access reviews and feedback from other users. Research indicates that social media marketing has a positive impact on buying intentions, purchase frequency, and overall customer value (Choi et al., 2016 and Gao, 2022). It also supports content marketing by boosting customer perceptions and brand awareness, which can lead to higher purchase intentions (Tama, 2018). Effectively leveraging social media marketing can thus be a crucial strategy for companies to succeed in today's competitive market by enhancing every aspect of the shopping experience (Bakhodirovna, 2020).

2.5 PURCHASE INTENTION

Purchase intention refers to a consumer's intention to buy a product or service at some point in the future (Hassan & Pektas, 2020). It reflects the motivation behind an individual's decision to make a purchase (Rezvani et al., 2014). This concept is crucial in marketing and consumer behavior as it allows companies to assess the potential demand for their products and adjust their marketing strategies accordingly. Factors such as product attributes, pricing, company reputation, promotions, and personal preferences can all influence purchase intention. By enhancing these factors, companies can better predict sales, plan effective marketing strategies, and improve customer satisfaction (Younus et al., 2015).

Purchase intention is a vital element in understanding consumer behavior and decision-making. It examines why consumers opt to buy a specific brand or product under particular circumstances. The decision-making process for

consumers is often complex, influenced by various factors such as opinions, beliefs, and other motivations. Purchase intention is frequently used as a tool to predict buying behavior, as it indicates the consumer's desire to purchase a product. Elements like cost, perceived value, and overall worth can impact purchase intention and subsequently alter consumer behavior. Researchers have identified six stages in the purchasing process: awareness, knowledge, interest, preference, persuasion, and purchase. (Mirabi et al., 2015).

3. RESEARCH GAP

Despite significant advancements in understanding the impact of digital marketing on purchase intentions, several research gaps remain. Existing studies have demonstrated the effectiveness of content marketing, electronic word of mouth (EWOM), social media marketing, and online convenience in enhancing purchase intentions. However, certain aspects have not been thoroughly explored such as the clear classification of EWOM into three clear constructs (EWOM quality, EWOM quantity and senders' experience) in addition to the extensive investigation of online convenience constructs stated previously. Previous studies were descriptive in nature and there is a lack of research dedicated to understanding the creation of a customer intentions toward content marketing concept in holistic manner and applying SEM to test the whole research model fitness and significance. Based on the literature review, there are few previous studies that explored the relationship between social media, content marketing, EWOM dimensions and online convenience and consumer purchase intention in Egypt in general and on the marketing efficiency of local brands. Moreover, previous research focused on very limited industries such as skincare and fashion that differs in the nature from local brands specially after the economic and social changes that take place in Egypt that were clearly explained previously in the research. The current study aims to unleash the effect of content marketing activities, EWOM dimensions, online convenience on purchase intention in Egypt.

4. RESEARCH CONTRIBUTION

This study provides significant contributions to the field of digital marketing and consumer behavior by addressing several critical aspects. Firstly, explores how content marketing, EWOM, online convenience, and social media marketing interact to influence purchase intentions which is an evident indicator of actual purchase behavior, providing a holistic view of these strategies' combined effects. Secondly, examine the sustained long term effect of the recent shift of most of the companies to content marketing as a modern method of marketing and the way it can build relation with audience on the various online platforms. Thirdly, analyzes and priorities the components of EWOM and online convenience and their effect on purchase intentions in the field of local brands, enhancing understanding of credibility's role in digital marketing. Finally, investigates the use of social media and content marketing, contributing to knowledge on how advanced technologies can enhance marketing effectiveness and general future marketing practices.

5. RESEARCH METHODOLOGY

This study explains the impact of content marketing, (EWOM), online convenience, and social media marketing on the purchase intentions of local brand consumers in Egypt. The research employs a quantitative approach to assess how these marketing elements influence consumer behavior. The data collection was carried out through online surveys targeting 652 Instagram users, aiming to gather their insights and experiences related to the marketing practices under review. Due to the absence of a specific sampling frame and the extensive range of potential participants, a non-probability sampling method was utilized. The sample size was calculated to be adequate based on a 95% confidence level, leading to the distribution of 850 surveys. The response rate achieved was 85.6%, yielding 728 completed surveys. Out of these, 76 responses were excluded due to issues such as invalidity or missing information, therefore, the final responses were collected from 652 users. The analysis of the collected data was performed using AMOS (Analysis of Moment Structures) and Structural Equation Modeling (SEM) to clarify the relationships between the variables. This involved testing ten hypotheses to evaluate how the marketing factors affect online

purchase intentions. Both regression analysis and SEM were executed using SPSS (Statistical Package for the Social Sciences) to determine the strength and direction of these relationships.

The study’s methodology aims to provide valuable insights into how content marketing, EWOM, online convenience, and social media marketing impact consumer purchase intentions. This understanding is crucial for developing effective marketing strategies and improving the engagement and conversion rates for local brands in the Egyptian market. The findings are expected to guide practitioners and researchers in optimizing marketing efforts to achieve better consumer engagement and business outcomes.

Accordingly, the variables of the research can be discussed as follows:

Independent Variable: Content Marketing, EWOM, Online Convenience, and Social Media Marketing

Dependent Variable: Purchase Intention.

The purpose of this study is to reveal the effect of content marketing, EWOM, online convenience, and social media marketing on purchase intention. In this direction, the following model has been developed (figure 1).

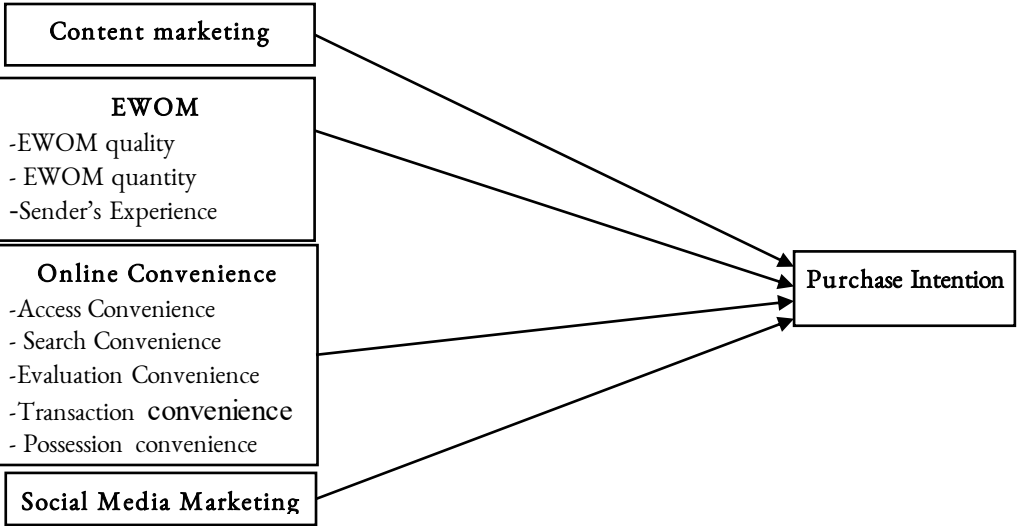


Figure 1: Theoretical Model and Hypothesis Development

5.1 RESEARCH HYPOTHESES

According to the previous studies mentioned, first, (Erkan & Evans, 2018) research on the impact of recommendations on social media platforms on online purchase intention, utilizing the Information Adoption Model (IAM), found that reviews had a great effect on purchase intentions. Moreover, Subasinghe and Weerasiri (2019) aimed to investigate how digital content marketing influences the purchase intention. Data were gathered from 469 respondents via a structured questionnaire and analyzed using SPSS. The results showed that digital content marketing significantly influenced purchase intention. Moreover, Scozzese and Granata (2019) aimed to investigate how content marketing influences online purchase intentions. The study focused specifically on how content marketing strategies could enhance the strength and quality of relationship between consumers and brands. The findings revealed that content marketing significantly increased online purchase intention by strengthening consumer-brand relationships. Third, Kajtazi and Zeqiri (2020) aimed to assess the impact of EWOM reviews affect consumer behavior. The study confirmed that content marketing significantly enhances purchase intention by making marketing content more attractive and influential to consumers. Maslim and Pasaribu (2021) aimed to explain a research model that examined the effects of social media marketing activities and EWOM on purchase intention. The findings showed that social media marketing activities and EWOM positively influenced purchase intention. Finally, according to previous studies there is a positive relationship between online convenience and online purchase intention (Junejo, 2020).

Based on the framework described previously, the hypotheses can be explained as follows:

H1: Content Marketing affects positively Purchase Intention.

H2: EWOM affects positively Purchase Intention.

H2.1: EWOM Quality affects positively Purchase Intention..

H2.2: EWOM quantity affects positively Purchase Intention.

H2.3: Senders 'Experience affects positively Purchase Intention.

H₃: Online Convenience affects positively Purchase Intention

H_{3.1}: Access Convenience affects positively Purchase Intention.

H_{3.2}: Search Convenience affects positively Purchase Intention.

H_{3.3}: Evaluation Convenience affects Purchase Intention.

H_{3.4}: Transaction Convenience affects positively Purchase Intention.

H_{3.5}: Possesseion Convenience affects Purchase Intention.

H₄: Social Media Marketing affects positively Purchase Intention.

The variables in this study were assessed using a questionnaire directed at Instagram users in Egypt. The survey was designed to evaluate how content marketing, EWOM, online convenience, and social media marketing influence the purchase intentions of local brand consumers. Table 1 outlines the specific questions used to measure these variables and provides the references from which they were sourced. All variables were rated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1: Questionnaire Statement

Variables	Statements	Reference
Content Marketing	<ol style="list-style-type: none"> 1. I attracted by the content in the product description 2. I noticed the content in the product description 3. I like the content in the product description 4. I read the content information until the end 5. I think the content fits well with the product 	(Alkharabsheh et al., 2021)
EWOM		
EWOM Quality	<ol style="list-style-type: none"> 1. When browsing the internet, I find clear comments. 2. When browsing the internet, I find comments incomprehensible. 3. When browsing the internet, I find the comments helpful. 4. When browsing the internet, I find comments I can trust. 5. When browsing the internet, I find sufficient reasons to support my opinions. 6. In general, the quality of all comments is increased. 	(Bataineh et al., 2015)

Variables	Statements	Reference
EWOM Quantity	<ol style="list-style-type: none"> 1. The number of reviews reflects the acceptance of the product by consumers. 2. The large number of comments reflected that the product was selling well. 3. The abundance of advice reflects that the product has a good reputation. 4. The number of reviews reflects the acceptance of the product by consumers. 	(Bataineh et al., 2015)
Sender's Experience	<ol style="list-style-type: none"> 1. I think the people making the comments are experienced. 2. I think the people who do the reviews have ample information about the product. 3. I think the people who rate the reviews can judge a product. 4. The person making the comments offers a few different ideas from other sources. 	(Erkan and Evans, 2018)
Online Convenience (independent)		
Access Convenience	<ol style="list-style-type: none"> 1. I can shop anytime I want. 2. I can order from anywhere I want. 3. The website is always accessible. 4. The website was easy to find. 	(Jiang et al., 2013)
Search Convenience	<ol style="list-style-type: none"> 1. I can easily find what I want without having to look elsewhere. 2. I can find desired products quickly. 3. It was easy to get the information I needed to make my purchase decision. 4. The product classification is intuitive and easy to follow. 	(Jiang et al., 2013)
Evaluation Convenience	<ol style="list-style-type: none"> 1. The website provides in-depth product specifications. 2. The website uses both text and graphics to provide product information. 3. The website provides sufficient information to identify different products. 	(Jiang et al., 2013)
Transaction Convenience	<ol style="list-style-type: none"> 1. I experienced flexible payment options. 2. I could easily complete the purchase. 3. It did not take a long time to complete my purchase process. 4. The check-out process was fast. 	(Jiang et al., 2013) & (Beauchamp and Ponder, 2010)

Variables	Statements	Reference
Possession Convenience	<ol style="list-style-type: none"> 1. I experienced timely delivery. 2. I received undamaged products. 3. I received precisely what I ordered. 	(Jiang et al., 2013)
Social Media Marketing	<ol style="list-style-type: none"> 1. I recommend others about my favorite social media commerce platform. 2. I am proud to tell others about my purchase on my favorite social media commerce site. 3. I recommend others purchase products on social media commerce sites. 4. I spread the benefit of purchasing products on social media commerce product sites to others. 5. I enjoy buying on social media commerce sites because of the quality of the service they offer 	(Wang et al, 2023)
Purchase intention	<ol style="list-style-type: none"> 1. I like to purchase local brands. 2. I will purchase local brands shortly. 3. I will recommend others to purchase local brands. 4. I will try to purchase local brands. 	(Magano et al, 2022)

6. RESULTS AND FINDINGS

The study investigated the impact of content marketing, various dimensions EWOM, including EWOM Quality, EWOM Quantity, and Sender's Experience, as well as dimensions of online convenience such as Access Convenience, Search Convenience, Evaluation Convenience, Transaction Convenience, and Possession Convenience, along with social media marketing on purchase intention. Structural equation modeling (SEM) analysis was conducted using AMOS version 24 to rigorously assess the research hypotheses. Initially, a measurement model was developed to validate the structure of the research model, and confirmatory factor analysis (CFA) was employed to determine the model's fit with the data. The analysis also involved testing for normality and multicollinearity. Additionally, descriptive statistics were analyzed using SPSS version 25 to evaluate the study variables and respondent characteristics.

6.1 DATA TESTING USING VALIDITY AND RELIABILITY

To assess the validity of the data, two key indicators were employed: Average Variance Extracted (AVE) and factor loadings. The AVE should be above 0.5,

and factor loadings should be at least 0.4. Reliability was measured using Cronbach's Alpha, which ranges from 0 to 1, with higher values indicating better reliability. A coefficient of 0.7 or above suggests sufficient dependability. The validity and reliability outcomes, as presented in the table, confirm that all metrics—Kaiser-Meyer-Olkin (KMO) measure, AVE, Cronbach's Alpha, and factor loadings—satisfy the accepted standards.

For data quality assessment, both validity and reliability were examined, as shown in Table 1. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy, which ranged from 0.766 to 0.924 across all constructs, confirmed the data's suitability for factor analysis. The AVE (Average Variance Extracted) values, ranging from 79.317% to 90.107%, surpassed the recommended 0.5 thresholds, indicating strong convergent validity among the constructs. Additionally, Cronbach's Alpha coefficients, which fell between 0.928 and 0.963, exceeded the 0.7 benchmark, indicating satisfactory construct reliability. Factor loadings, ranging from 0.721 to 0.904, further validated the reliability of the measurement model. These findings suggest that the study's measurement model demonstrated both validity and reliability, supporting the robustness of the data analysis and interpretation.

Table 2: Validity and Reliability Test

Variables	KMO	AVE%	Cronbach's α	Items	Factor Loading
Content Marketing	.910	79.317	.935	COM ₁	.792
				COM ₂	.790
				COM ₃	.804
				COM ₄	.794
				COM ₅	.786
EWOM Quality	.916	83.312	.960	EWOML ₁	.871
				EWOML ₂	.871
				EWOML ₃	.881
				EWOML ₄	.882

Variables	KMO	AVE%	Cronbach's α	Items	Factor Loading
				EWOML ₅	.772
				EWOML ₆	.721
EWOM Quantity	.874	86.709	.949	EWOMQ ₁	.857
				EWOMQ ₂	.870
				EWOMQ ₃	.873
				EWOMQ ₄	.868
Sender's Experience	.880	89.989	.963	SNE ₁	.903
				SNE ₂	.910
				SNE ₃	.905
				SNE ₄	.882
Access Convenience	.869	84.497	.939	ACC ₁	.842
				ACC ₂	.844
				ACC ₃	.850
				ACC ₄	.843
Search Convenience	.869	84.174	.937	SCN ₁	.845
				SCN ₂	.829
				SCN ₃	.842
				SCN ₄	.851
Evaluation Convenience	.766	87.468	.928	EVC ₁	.880
				EVC ₂	.868
				EVC ₃	.876
Transaction Convenience	.876	87.573	.953	TRC ₁	.877
				TRC ₂	.880
				TRC ₃	.876
				TRC ₄	.870

Variables	KMO	AVE%	Cronbach's α	Items	Factor Loading
Possession Convenience	.774	90.107	.945	POC ₁	.902
				POC ₂	.903
				POC ₃	.898
Social Media Marketing	.924	86.830	.962	SMM ₁	.867
				SMM ₂	.862
				SMM ₃	.869
				SMM ₄	.873
				SMM ₅	.872
Purchase Intention	.873	87.810	.954	PI ₁	.878
				PI ₂	.871
				PI ₃	.880
				PI ₄	.883

The measurement model was rigorously assessed through confirmatory factor analysis, with the fit indices collectively reflecting a good model fit. The chi-square divided by degrees of freedom (CMIN/DF) was 1.236, well under the recommended maximum of 2.00, indicating a strong alignment between the proposed model and the data. Additionally, the p-value associated with this chi-square was 0.000, significantly below the 0.05 threshold, further confirming the model's adequacy.

The goodness of fit index (GFI) was 0.929, which exceeds the recommended level of 0.80, indicating a good model fit. The adjusted goodness of fit index (AGFI) was 0.918, further confirming the adequacy of the model. The Beetle-Browed normed fit index (NFI) was 0.970, surpassing the 0.90 threshold and demonstrating a strong model fit. Additionally, both the Tucker-Lewis index (TLI) and the comparative fit index (CFI) were above 0.90, with values of 0.994, reflecting an excellent fit of the model.

The root means square residual (RMR) and the root mean square of approximation (RMSEA) were 0.022 and 0.019, respectively, both below the recommended threshold of 0.1. These results collectively highlight the robustness and appropriateness of the confirmatory factor analysis model. Figure 1 illustrates the confirmatory analysis, with arrows depicting factor loadings, which validate the efficacy of the model.

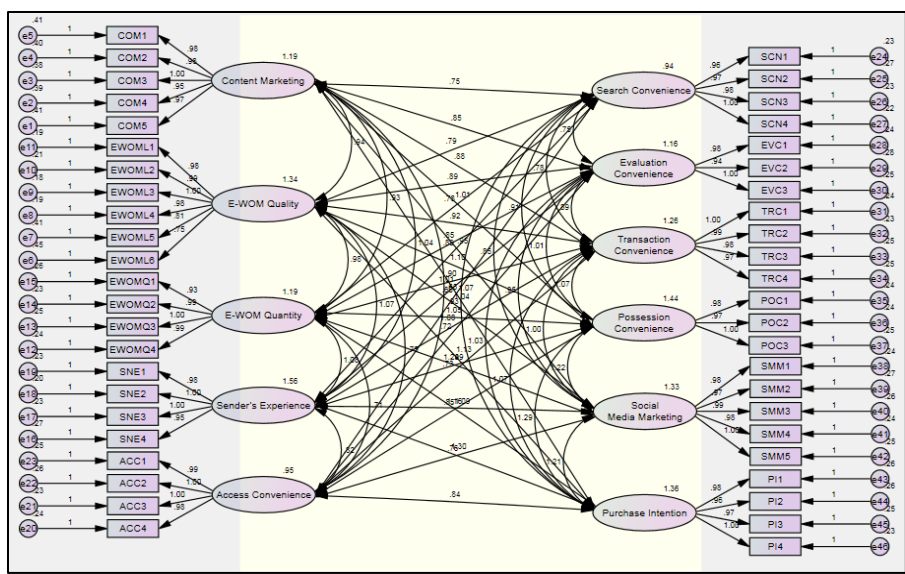


Figure 2: CFA for the Measurement Model

Confirmatory Factor Analysis (CFA) is essential for validating the factor structure proposed by the researcher for each dimension's measurement scale. The AMOS 24 program was used to display factor loadings (FL) for each variable and to evaluate the model's fit. The CFA results using the covariance approach were as follows: After verifying the acceptability of the model fit indices, the measurement model was analyzed. Table 2 presents the factor loadings for the items associated with each construct. All factor loadings ranged from 0.745 to 1.00, and all p-values were below 0.05. This indicates that all factor loadings exceeded the 0.4 threshold, reflecting good validity and a well-fitting model.

The table demonstrates that all factor loadings are ≥ 0.40 , confirming the validity of the statements examined. Additionally, all p-values are < 0.05 , indicating the statistical significance of these statements.

Table 3: Item Loading After Confirmatory Factor Analysis

			Estimate	S.E.	C.R.	P
COM ₅	<---	Content Marketing	.968	.033	29.539	***
COM ₄	<---	Content Marketing	.954	.032	29.673	***
COM ₃	<---	Content Marketing	1.000			
COM ₂	<---	Content Marketing	.984	.033	29.974	***
COM ₁	<---	Content Marketing	.979	.033	29.601	***
EWOML ₆	<---	E-WOM Quality	.745	.025	29.285	***
EWOML ₅	<---	E-WOM Quality	.814	.025	32.662	***
EWOML ₄	<---	E-WOM Quality	.977	.021	47.156	***
EWOML ₃	<---	E-WOM Quality	1.000			
EWOML ₂	<---	E-WOM Quality	.989	.021	46.211	***
EWOML ₁	<---	E-WOM Quality	.976	.021	46.996	***
EWOMQ ₄	<---	E-WOM Quantity	.994	.026	37.926	***
EWOMQ ₃	<---	E-WOM Quantity	1.000			
EWOMQ ₂	<---	E-WOM Quantity	.987	.026	38.350	***
EWOMQ ₁	<---	E-WOM Quantity	.930	.026	36.219	***
SNE ₄	<---	Sender's Experience	.946	.022	43.900	***
SNE ₃	<---	Sender's Experience	.996	.021	47.213	***
SNE ₂	<---	Sender's Experience	1.000			
SNE ₁	<---	Sender's Experience	.978	.021	46.838	***
ACC ₄	<---	Access Convenience	.976	.029	33.226	***
ACC ₃	<---	Access Convenience	.996	.030	33.641	***
ACC ₂	<---	Access Convenience	1.000			

			Estimate	S.E.	C.R.	P
ACC ₁	<---	Access Convenience	.991	.030	33.170	***
SCN ₁	<---	Search Convenience	.961	.028	34.123	***
SCN ₂	<---	Search Convenience	.967	.029	32.953	***
SCN ₃	<---	Search Convenience	.977	.028	34.340	***
SCN ₄	<---	Search Convenience	1.000			
EVC ₁	<---	Evaluation Convenience	.984	.027	36.231	***
EVC ₂	<---	Evaluation Convenience	.936	.027	34.311	***
EVC ₃	<---	Evaluation Convenience	1.000			
TRC ₁	<---	Transaction Convenience	1.000			
TRC ₂	<---	Transaction Convenience	.992	.025	39.848	***
TRC ₃	<---	Transaction Convenience	.984	.025	39.115	***
TRC ₄	<---	Transaction Convenience	.969	.025	38.677	***
POC ₁	<---	Possession Convenience	.976	.023	41.766	***
POC ₂	<---	Possession Convenience	.968	.023	41.408	***
POC ₃	<---	Possession Convenience	1.000			
SMM ₁	<---	Social Media Marketing	.976	.024	40.517	***
SMM ₂	<---	Social Media Marketing	.965	.025	39.291	***
SMM ₃	<---	Social Media Marketing	.986	.025	39.885	***
SMM ₄	<---	Social Media Marketing	.975	.024	40.436	***
SMM ₅	<---	Social Media Marketing	1.000			
PI ₁	<---	Purchase Intention	.982	.024	41.167	***
PI ₂	<---	Purchase Intention	.963	.024	40.437	***
PI ₃	<---	Purchase Intention	.968	.024	41.121	***
PI ₄	<---	Purchase Intention	1.000			

6.2 DESCRIPTIVE ANALYSIS

Descriptive statistics offer insights into the characteristics of a dataset by providing clear summaries of samples and data measurement methods. This methodology includes calculating means, standard deviations, and frequency statistics for both demographic information and study variables. Table 4 presents the profile of the respondents. Out of 652 participants, there were slightly more males (50.2%, n=327) compared to females (49.8%, n=325). The age distribution was predominantly in the 30 to 39-year range (28.2%, n=184), followed by those aged 22 to 29 years (27.6%, n=180). The proportion decreases with age, with 18.7% (n=122) in the 40 to 49 age group, 17.0% (n=111) in the 50 to 59 range, and 8.4% (n=55) aged 60 or older. In terms of educational attainment, the largest group held a master's degree (43.3%, n=282), followed by bachelor's degree holders (34.2%, n=223). Fewer participants had a doctorate (12.4%, n=81), and 10.1% (n=66) had other educational qualifications. This distribution provides a detailed overview of the respondents' demographic characteristics, offering a clear understanding of the sample composition.

Table 4: Descriptive Statistics of Respondents Profile

	Frequency (n=652)	Percent
Gender		
Male	327	50.2
Female	325	49.8
Age		
22-Less than 30	180	27.6
30- Less than 40	184	28.2
40- Less than 50	122	18.7
50- Less than 60	111	17.0
60 or older	55	8.4
Education level		
Bachelor's degree	223	34.2

	Frequency (n=652)	Percent
Master's degree	282	43.3
Doctorate degree	81	12.4
Other	66	10.1

The following table presents the descriptive analysis of the research variables, illustrating their central tendencies and variability. Content Marketing has a mean score of 3.2623 (SD = 1.19275), reflecting a moderately positive perception among respondents. E-WOM Quality and E-WOM Quantity show mean scores of 3.1549 (SD = 1.16882) and 3.2255 (SD = 1.16520), respectively, indicating similar levels of agreement. Sender's Experience has a mean of 3.2055 (SD = 1.36247), suggesting a fairly consistent perception, Access Convenience and Search Convenience have lower mean scores of 2.8512 (SD = 1.05645) and 2.7454 (SD = 1.04561), respectively, indicating comparatively lower agreement. Evaluation Convenience and Transaction Convenience both have mean scores of 3.0000, with standard deviations of 1.14132 and 1.21055, respectively. Possession Convenience and Social Media Marketing have mean scores of 3.0215 (SD = 1.28306) and 2.9018 (SD = 1.26012), respectively. Purchase Intention has the highest mean score of 3.4371 (SD = 1.20574), suggesting a strong inclination towards purchasing among respondents. These descriptive statistics offer valuable insights into the respondents' perceptions and the variability of the research variables.

Table 5: Descriptive Analysis of the Research Variables

Variables	N	Mean	Std. Deviation	Frequency				
				1	2	3	4	5
Content Marketing	652	3.2623	1.19275	65	111	158	224	94
E-WOM Quality	652	3.1549	1.16882	68	123	176	210	75
E-WOM Quantity	652	3.2255	1.16520	68	106	164	239	75
Sender's Experience	652	3.2055	1.36247	121	77	112	231	111
Access Convenience	652	2.8512	1.05645	81	131	289	106	45

Variables	N	Mean	Std. Deviation	Frequency				
				1	2	3	4	5
Search Convenience	652	2.7454	1.04561	106	126	264	140	14
Evaluation Convenience	652	3.0000	1.14132	76	142	194	186	54
Transaction Convenience	652	3.0000	1.21055	90	134	187	168	73
Possession Convenience	652	3.0215	1.28306	87	173	16	171	95
Social Media Marketing	652	2.9018	1.26012	110	150	158	162	72
Purchase Intention	652	3.4371	1.20574	18	180	112	183	159

6.3 NORMALITY TESTING FOR THE RESEARCH VARIABLES

Table 5 displays the results of the Kolmogorov-Smirnov test for normality, which assesses whether the variables in this study follow a normal distribution. The test results reveal significant deviations from normality, as indicated by the P-values, all of which are below the standard alpha level of 0.05. This suggests that the data do not conform to a normal distribution, and this deviation should be considered when performing further statistical analyses and interpreting the results.

Table 6: Formal Testing of Normality

	Kolmogorov-Smirnova		
	Statistic	Df	Sig.
Content Marketing	.220	652	.000
EWOM Quality	.202	652	.000
EWOM Quantity	.228	652	.000
Sender's Experience	.245	652	.000
Access Convenience	.231	652	.000
Search Convenience	.240	652	.000
Evaluation Convenience	.178	652	.000
Transaction Convenience	.165	652	.000

	Kolmogorov-Smirnova		
	Statistic	Df	Sig.
Possession Convenience	.186	652	.000
Social Media Marketing	.167	652	.000
Purchase Intention	.204	652	.000

When formal normality tests suggest that the data do not follow a normal distribution, informal tests can provide an approximate assessment of normality. Table 6 displays the results of the informal normality test, indicating that some skewness and kurtosis values exceed the ± 1 range. This suggests that the data deviate from a normal distribution.

Table 7: Informal Testing of Normality

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Content Marketing	-.359	.096	-.786	.191
EWOM Quality	-.263	.096	-.803	.191
EWOM Quantity	-.405	.096	-.712	.191
Sender's Experience	-.412	.096	-1.093	.191
Access Convenience	.018	.096	-.320	.191
Search Convenience	-.204	.096	-.700	.191
Evaluation Convenience	-.137	.096	-.814	.191
Transaction Convenience	-.089	.096	-.913	.191
Possession Convenience	-.005	.096	-1.153	.191
Social Media Marketing	.010	.096	-1.065	.191
Purchase Intention	-.145	.096	-1.273	.191

6.4 TESTING MULTICOLLINEARITY ASSUMPTION

This section explains and verifies the assumption of multicollinearity among the independent variables in the model. Multicollinearity occurs when two or more predictors are highly correlated, making it difficult to discern each predictor's impact on the explained variance and creating technical challenges in multiple regression analysis. To address this, Variance Inflation Factors (VIFs) were tested for the independent variables in the research model, as detailed in Table 7. The VIFs for all research variables were found to be below 10, indicating that multicollinearity is not a concern in this model.

Table 8: VIF Values for Research Variables

Independent Variables	VIF
Content Marketing	3.517
EWOM Quality	3.681
EWOM Quantity	3.681
Sender's Experience	3.780
Access Convenience	2.404
Search Convenience	2.972
Evaluation Convenience	3.147
Transaction Convenience	3.422
Possession Convenience	6.215
Social Media Marketing	6.141

6.5 TESTING THE RESEARCH HYPOTHESES

This section details the impact of independent variables on dependent variables. Table 8 displays the correlation matrix, highlighting key findings: Spearman correlation analysis uncovered several significant direct correlations with Purchase Intention. Firstly, there is a strong positive correlation between Content Marketing and Purchase Intention ($r = 0.851, p < 0.05$), suggesting that increased content marketing is linked to higher purchase intentions. Secondly, E-WOM Quality showed a significant positive correlation with Purchase Intention ($r=0.871, p < 0.05$), indicating that positive electronic word-of-mouth experiences are associated with greater purchase intentions. Thirdly, a significant positive correlation was observed between E-WOM Quantity and Purchase Intention ($r = 0.872, p < 0.05$), implying that a higher volume of electronic word-of-mouth

enhances purchase intentions. Additionally, Sender's Experience exhibited a significant positive correlation with Purchase Intention ($r = 0.906$, $p < 0.05$), suggesting that more positive experiences with senders result in greater purchase intentions. Moreover, Access Convenience ($r = 0.771$, $p < 0.05$) indicates that easier access to products or services positively influences consumers' intentions to make a purchase. Similarly, Search Convenience ($r = 0.820$, $p < 0.05$) suggests that enhanced ease of searching for products or information online correlates positively with purchase intentions. Evaluation Convenience ($r = 0.843$, $p < 0.05$) reflects that simplified evaluation processes, such as user-friendly interfaces or clear product descriptions, contribute positively to purchase intentions. Transaction Convenience ($r = 0.857$, $p < 0.05$) highlights the significance of streamlined transaction processes in boosting consumers' intentions to make a purchase. Possession Convenience ($r = 0.922$, $p < 0.05$) underscores the positive impact of hassle-free possession experiences, such as convenient delivery or flexible payment options, on purchase intentions. Additionally, Social Media Marketing ($r = 0.923$, $p < 0.05$) indicates that effective social media marketing strategies positively influence consumers' intentions to purchase, reflecting the power of social media platforms in shaping consumer behavior and purchase decisions.

Table 9: Correlation Matrix for the Research Variables

			I.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.
Spearman'srho	Content Marketing	r	1.000										
		Sig.	.										
		N	652										
	E-WOM Quality	r	.787**	1.000									
		Sig.	.000	.									
		N	652	652									
	E-WOM Quantity	r	.825**	.805**	1.000								
		Sig.	.000	.000	.								
		N	652	652	652								
	Sender's Experience	r	.812**	.794**	.822**	1.000							
		Sig.	.000	.000	.000	.							
		N	652	652	652	652							
	Access Convenience	r	.676**	.718**	.697**	.719**	1.000						
		Sig.	.000	.000	.000	.000	.						
		N	652	652	652	652	652						
	Search Convenience	r	.739**	.731**	.742**	.756**	.662**	1.000					
		Sig.	.000	.000	.000	.000	.000	.					
		N	652	652	652	652	652	652					
	Evaluation Convenience	r	.753**	.746**	.760**	.791**	.686**	.716**	1.000				
		Sig.	.000	.000	.000	.000	.000	.000	.				

			1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
	Transaction Convenience	N	652	652	652	652	652	652	652	652				
		r	.749**	.758**	.752**	.803**	.692**	.729**	.749**	1.000				
		Sig.	.000	.000	.000	.000	.000	.000	.000	.				
	Possession Convenience	N	652	652	652	652	652	652	652	652	652			
		r	.796**	.809**	.815**	.835**	.732**	.768**	.767**	.810**	1.000			
		Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.			
	10.Social Media Marketing	N	652	652	652	652	652	652	652	652	652			
		r	.789**	.824**	.805**	.833**	.705**	.766**	.792**	.789**	.889**	1.000		
		Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.		
	11.Purchase Intention	N	652	652	652	652	652	652	652	652	652	652		
		r	.851**	.871**	.872**	.906**	.771**	.820**	.843**	.857**	.922**	.923**	1.000	
		Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.	
		N	652	652	652	652	652	652	652	652	652	652	652	652
**. Correlation is significant at the 0.01 level (2-tailed).														

Table 9 shows the SEM analysis for the impact of the research variables. It could be observed that:

The analysis of the first hypothesis, which investigates the link between Content Marketing and Purchase Intention, shows a significant positive impact (P-value = 0.000, estimate = 0.110), confirming that Content Marketing positively affects Purchase Intention. For the second hypothesis, which assesses the effect of Electronic Word-of-Mouth (E-WOM) on Purchase Intention, each sub-hypothesis indicates significant positive contributions: E-WOM Quality (P-value = 0.001, estimate = 0.083), E-WOM Quantity (P-value = 0.000, estimate = 0.104), and Sender’s Experience (P-value = 0.000, estimate = 0.201). The third hypothesis, focusing on Online Convenience’s impact on Purchase Intention, shows mixed results. Access Convenience is not significant (P-value = 0.345), whereas Search Convenience (P-value = 0.006, estimate = 0.083), Evaluation Convenience (P-value = 0.033, estimate = 0.062), and Possession Convenience (P-value = 0.000, estimate = 0.248) have significant positive effects. Transaction Convenience does not significantly influence Purchase Intention (P-value = 0.717). Finally, the fourth hypothesis reveals that Social Media Marketing significantly positively affects Purchase Intention (P-value = 0.000, estimate = 0.169), indicating that effective Social Media Marketing strategies enhance consumers’ purchase intentions.

Table 10: SEM Analysis for the Research Variables

			Estimate	P	R ²
Purchase Intention	<---	Content Marketing	.110	***	.947
Purchase Intention	<---	EWOM Quality	.083	.001	
Purchase Intention	<---	EWOM Quantity	.104	***	
Purchase Intention	<---	Sender's Experience	.201	***	
Purchase Intention	<---	Access Convenience	.025	.345	
Purchase Intention	<---	Search Convenience	.083	***	
Purchase Intention	<---	Evaluation Convenience	.062	.033	
Purchase Intention	<---	Transaction Convenience	.010	.717	
Purchase Intention	<---	Possession Convenience	.248	***	
Purchase Intention	<---	Social Media Marketing	.169	***	

The model fit indices indicate that the SEM model is well-fitting, with CMIN/DF = 1.236, GFI = 0.929, CFI = 0.994, AGFI = 0.918, and RMSEA = 0.019 all meeting acceptable criteria. Figure 2 presents the SEM model illustrating the effects within the research framework.

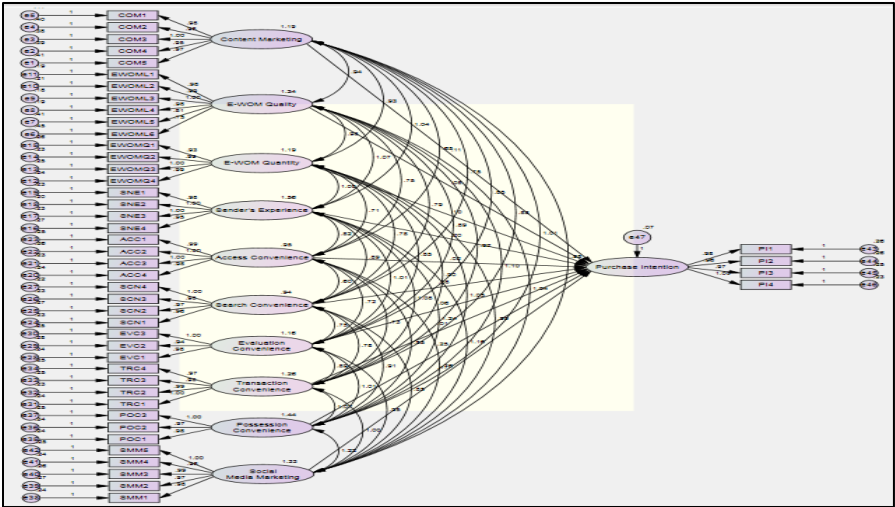


Figure 3: SEM for the Research Variables

Table 10 shows the SEM analysis for the impact of the research variables. It could be observed that:

The analysis of the first hypothesis, which investigates the link between Content Marketing and Purchase Intention, shows a significant positive impact (P-value = 0.000, estimate = 0.108), confirming that Content Marketing enhances Purchase Intention. The second hypothesis, assessing the effect of Electronic Word-of-Mouth (E-WOM) on Purchase Intention, also demonstrates a significant positive influence (P-value = 0.000, estimate = 0.389). Similarly, the third hypothesis, examining the role of Online Convenience in Purchase Intention, reveals a significant positive effect (P-value = 0.000, estimate = 0.445). Finally, the fourth hypothesis, which explains the relationship between Social Media Marketing and Purchase Intention, indicates a significant positive effect (P-value = 0.000, estimate = 0.201), highlighting that effective Social Media Marketing strategies significantly boost consumers' intentions to purchase.

Table 11: SEM Analysis for the Research Variables

			Estimate	P	R
Purchase intention	<---	content marketing	.108	***	.942
Purchase intention	<---	EWOM	.389	***	
Purchase intention	<---	Online convenience	.445	***	
Purchase intention	<---	Social media marketing	.201	***	

The model fit indices; CMIN/DF = 7.802, CFI = .822, and RMSEA = 0.102 are all within their acceptable levels. The SEM model conducted for the effect of the research model is illustrated in Figure 3.

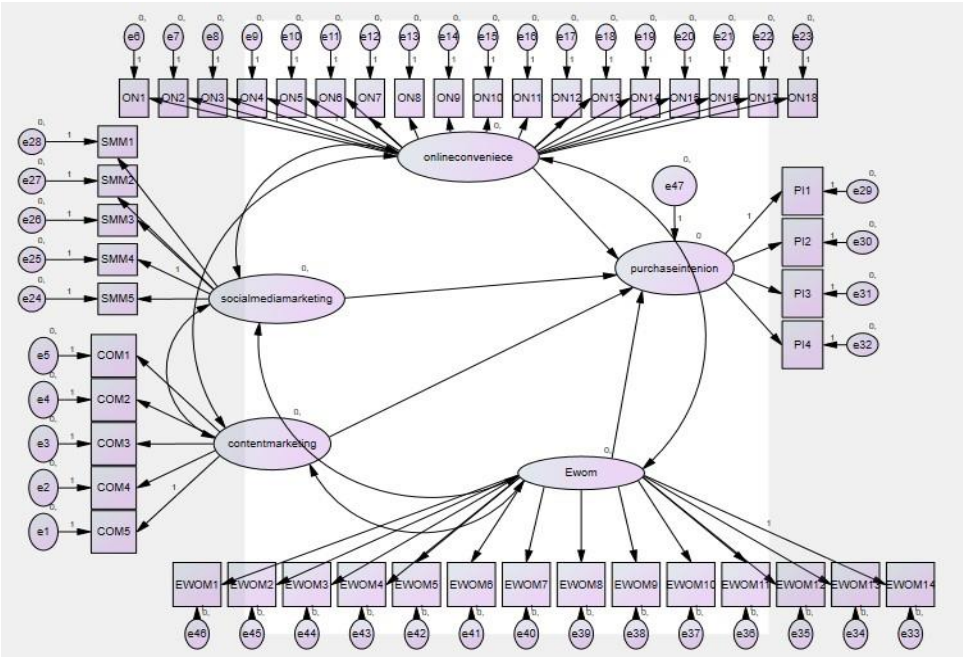


Figure 4: SEM for the Research Variables

6.6 SUMMARY OF TESTING RESEARCH HYPOTHESES

This chapter discussed the empirical study conducted to test the research hypotheses by evaluating the variables identified in the literature review through descriptive and correlation analyses using SPSS and Amos. A summary of the conducted analysis is provided in Table II.

The research hypotheses were systematically evaluated to determine their impact on purchase intention. Firstly, Hypothesis 1, which posited that Content Marketing has a positive effect on Purchase Intention, was fully supported by the data analysis. Secondly, Hypothesis 2, suggesting a positive relationship between Electronic Word-of-Mouth (E-WOM) and Purchase Intention, was also fully supported by the findings. Thirdly, Hypothesis 3, which proposed that Online Convenience positively influences Purchase Intention, was partially supported, as while search convenience and possession convenience aspects of Online Convenience demonstrated significant effects, evaluation convenience and transactional convenience aspects did not demonstrate significant effect on purchase intention. Lastly, Hypothesis 4, indicating a positive association

between Social Media Marketing and Purchase Intention, was fully supported by the research findings. Overall, the results provide robust evidence for the impact of Content Marketing, E-WOM, and Social Media Marketing on Purchase Intention, while highlighting nuanced relationships within the realm of Online Convenience.

Table 12: Summary of Research Hypotheses

Hypothesis	Description	Results
H1	Content Marketing affects positively Purchase Intention	Fully Supported
H2	EWOM affects positively Purchase Intention	Fully Supported
H2.1	EWOM Quality affects positively Purchase Intention	Supported
H2.2	EWOM quantity affects positively Purchase Intention	Supported
H2.3	Senders' Experience affects positively Purchase Intention	Supported
H3	Online Convenience affects positively Purchase Intention	Partially Supported
H3.1	Access Convenience affects positively Purchase Intention	Not Supported
H3.2	Search Convenience affects positively Purchase Intention	Supported
H3.3	Evaluation Convenience affects Purchase Intention	Not Supported
H3.4	Transaction Convenience affects positively Purchase Intention	Not Supported
H3.5	Possesseion Convenience affects Purchase Intention	Supported
H4	Social Media Marketing affects positively Purchase Intention	Fully Supported

7. RESEARCH DISCUSSION

After analyzing 652 questionnaires collected from Instagram users via online surveys, using reliability and validity analysis, then CFA and descriptive analysis of the data. The SPSS program was used for regression analysis to study the relationship between variables, as well as the AMOS program for SEM analysis. Based on the results of these analyses, this section will discuss these results for four hypotheses.

Based on the results from the regression analysis and Structural Equation Modeling (SEM), Hypothesis 1 was fully supported. The coefficient was statistically significant at the 0.05 level in the regression analysis and was confirmed by the SEM results, which showed a P-value of 0.000. This demonstrates that the impact of Content Marketing on Purchase Intention is both positive and statistically significant.

Additionally, Hypothesis 2 was Fully Supported, as the coefficient was statistically significant at the 0.05 level in the regression test result, confirmed by the SEM analysis result with a P-value of 0.000. This indicates that the effect of Electronic Word-of-Mouth (E-WOM) on Purchase Intention is positive and statistically significant.

Moreover, Hypothesis 3 was Partially Supported, as only possession convenience was statistically significant at the 0.05 level in the regression test result, confirmed by the SEM analysis result with a P-value of 0.000. This suggests that search convenience and possession convenience aspects of Online Convenience demonstrated significant effects, evaluation convenience and transactional convenience aspects did not demonstrate significant effect on purchase intention. Lastly, Hypothesis 4 was Fully Supported, as the coefficient was statistically significant at the 0.05 level in the regression test result, confirmed by the SEM analysis result with a P-value of 0.000. This indicates that the effect of Social Media Marketing on Purchase Intention is positive and statistically significant.

The study largely aligns with previous research, confirming the significant roles of content marketing, electronic word-of-mouth (EWOM), and social media

marketing in influencing purchase intentions. These findings are consistent with Scozzese and Granata (2019) and Trivedi (2022), which highlight the impact of engaging content, as well as Erkan and Evans (2018) and Kajtazi and Zeqiri (2020), which underscore the importance of credible EWOM. The positive effect of social media marketing corroborates the results of Subasinghe and Weerasisri (2019) and Li et al. (2022). However, the study's mixed results on online convenience, particularly access and transaction convenience, differ from Le-Hoang's (2020) generally positive findings, suggesting that specific contextual factors might influence these outcomes.

8. RESEARCH CONCLUSION AND LIMITATIONS

This study concludes that content marketing can significantly enhance the performance of businesses, particularly local brands in Egypt. Despite their limited promotional budgets compared to national and global brands, local brands can leverage content marketing to establish a strong online presence, reach targeted audiences, and boost brand awareness and visibility. The research reveals a statistically significant positive impact of content marketing, Electronic Word-of-Mouth (E-WOM), online convenience, and social media marketing on consumer purchase intentions. Notably, online convenience emerged as the most influential factor in driving purchase intentions among consumers, surpassing the effects of content marketing, E-WOM, and social media marketing.

This study offers valuable insights into how content marketing, Electronic Word-of-Mouth (E-WOM), online convenience, and social media marketing affect consumer purchase intention for local brands in Egypt. However, it has several limitations. First, the research is confined to local brands in the Egyptian context, which may not be applicable to other countries or regions with different market conditions. Second, the study concentrated on specific aspects of E-WOM and online convenience, possibly overlooking other relevant factors or sub-elements that might also influence purchase intention. Third, the cross-sectional design provides only a snapshot of consumer behavior at one point in time, which may not reflect changes over time or seasonal variations in purchasing patterns. Additionally, the reliance on self-reported survey data may introduce biases, such as social desirability or inaccurate self-assessment. Future

research could overcome these limitations by using a more diverse sample, incorporating longitudinal studies to observe changes over time, and examining additional factors affecting consumer behavior.

9. RESEARCH RECOMMENDATIONS

Building on the findings of this study, future research could explain several avenues to deepen the understanding of content marketing and its effects on consumer behavior, particularly in developing countries like Egypt. Comparative studies between developed and developing nations could provide valuable insights into the differences in content marketing effectiveness across different economic contexts. Additionally, further research could focus on optimizing content marketing strategies by targeting specific consumer segments more precisely, thereby enhancing their impact on online purchase intention and accordingly actual purchase behavior. Another potential area of exploration is the integration of content marketing with other digital marketing tactics, such as mobile marketing, to develop a more holistic and synergistic marketing approach. Moreover, future studies could extend the proposed conceptual model to other industries in Egypt beyond local brands, such as the food and beverage or service sectors, to validate its applicability across different domains. Finally, the study of Electronic Word-of-Mouth (E-WOM) could be expanded by examining its various elements individually to understand their distinct impacts on consumer purchase intention, which could offer practical insights for local brands aiming to prioritize their marketing efforts effectively.

REFERENCE

- Adams, R.J. (2019). *'Alexa, how can we increase trust in you?': An Investigation of Trust in Smart Home Voice Assistants*(Bachelor's thesis, University of Twente).
- Ahmed Abdelkader, O. (2017). Relevant Correlations among Reputation, WOM and e-WOM with Satisfaction of Distance Education. *47*(2), 563-582.
- Alkharabsheh, O.H.M. and Zhen, B.H. (2021), April. The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process. In CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences *1*(1), 1823-1834.
- Bakhodirovna, K.G. (2020). COVID-19: Empirical Study Of Factors Influencing The Usage and Adoption of Social Media Marketing in Uzbekistan. *Systematic Reviews in Pharmacy*, *11*(12).
- Baltes, L.P. (2015). Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, *111-118*.
- Bataineh, A.Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of marketing studies*, *7*(1), 126.
- Bilgihan, A., Kandampully, J. and Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, *8*(1), 102-119.
- Bonilla-Quijada, M., Del Olmo, J.L., Andreu, D. and Ripoll, J. (2023). Customer engagement on Instagram for luxury fashion brands: An empirical comparative analysis. *Cogent Social Sciences*, *9*(1), 2235169.
- Cespedes, F.V. and Heddleston, R. (2018). Four Ways to Improve Your Content Marketing. *HBR. org*.

- Chaffey, D. and Smith, P.R. (2022). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.
- Chaffey, D., Ellis-Chadwick, F. and Mayer, R. (2009). *Internet marketing: strategy, implementation and practice*. Pearson education.
- Choi, E.K., Fowler, D., Goh, B. and Yuan, J., (2016). Social media marketing: applying the uses and gratifications theory in the hotel industry. *Journal of Hospitality Marketing & Management*, 25(7), 771-796.
- De Costa, M.F.S., Mua'ti, A. and Ahmad, Z., (2018). The influence of service convenience towards Malaysian Generation Y consumers in purchasing fashion apparels online. 7(1), 100–110.
- Duarte, P., e Silva, S.C. and Ferreira, M.B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44, 161-169.
- Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A.S. and Kumar, V. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of information management*, 59, 102168.
- Erkan, I. and Evans, C. (2018). Social media or shopping websites? The influence of EWOM on consumers' online purchase intentions. *Journal of marketing communications*, 24(6), 617-632.
- Erkan, I. and Evans, C. (2018). Social media or shopping websites? The influence of EWOM on consumers' online purchase intentions. *Journal of marketing communications*, 24(6), 617-632.
- Forrest, P.J. (2019). Content Marketing Today.
- Gao, Y., Duan, W. and Rui, H. (2022). Does social media accelerate product recalls? Evidence from the pharmaceutical industry. *Information Systems Research*, 33(3), 954-977.

- Gorry, G.A. and Westbrook, R.A. (2011). Once more, with feeling: Empathy and technology in customer care. *Business Horizons*, 54(2), 125-134.
- Gunawardane, S.P., Dulanjana, K.M., Siriwardana, D. and De Mel, D.H. (2022). Impact of social media on business performance: about small and medium enterprises, Western Province, Sri Lanka. *Sri Lanka Journal of Social Sciences*, 45(1).
- Hipwell, K. and Reeves, M. (2013). How to use content to grip your audience like a broadcaster. *Journal of Brand Strategy*, 2(1), 63-75.
- Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Research in Interactive Marketing*, 14(1), 133–151. <https://doi.org/10.1108/jrim-06-2018-0082>.
- Hyrynsalmi, S., Seppänen, M., Aarikka-Stenroos, L., Suominen, A., Järveläinen, J. and Harkke, V. (2015). Busting myths of electronic word of mouth: the relationship between customer ratings and the sales of mobile applications. *Journal of theoretical and applied electronic commerce research*, 10(2), 1-18.
- Jafarova, K. and Tolon, M. (2022). The Effect of Content Marketing in Social Media on Brand Loyalty and Purchase Intention. *Journal of Business Management and Economic Research*, 6(4), 160-184.
- Junejo, S., (2023). " Exploring Online Shopping in Indonesian Context: Are International students satisfied?":(A Qualitative Research Approach). *Journal of Critical Realism in Socio-Economics (JOCRISSE)*, 1(2).
- Kajtazi, K. and Zeqiri, J. (2020). The effect of e-WOM and content marketing on customers' purchase intention. *International Journal of Islamic Marketing and Branding*, 5(2), 114-131.
- Kaspar, K., Weber, S.L. and Wilbers, A.K. (2019). Personally relevant online advertisements: Effects of demographic targeting on visual attention and brand evaluation. *PloS one*, 14(2), p.e0212419.

- Kose, U. and Sert, S. (2016). Intelligent content marketing with artificial intelligence. In *International Conference of Scientific Cooperation for Future* (837-43).
- Le-Hoang, P.V. (2020). The relationship between online convenience, online customer satisfaction, buying intention and electronic word-of-mouth. *Independent Journal of Management & Production*, 11(7), 2943-2966.
- Li, C.H., Chan, O.L.K., Chow, Y.T., Zhang, X., Tong, P.S., Li, S.P., Ng, H.Y. and Keung, K.L. (2022). Evaluating the effectiveness of digital content marketing under mixed reality training platform on the online purchase intention. *Frontiers in psychology*, 13, 881019.
- Lopes, A.R. and Casais, B. (2022). Digital content marketing: Conceptual review and recommendations for practitioners. *Academy of Strategic Management Journal*, 21(2), 1-17.
- Lestari, D. (2021). The impact of electronic word-of-mouth (e-WOM) on consumer purchasing decisions in the skincare industry. *Journal of Eastern European and Central Asian Research*, 10(6).
- Maslim, H. and Pasaribu, L.H., (2021). The Influences of Social Media Marketing, Service Quality and EWOM on Purchase Intention. *Enrichment: Journal of Management*, 12(1), 18-23.
- Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention—Journal of *Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Mohamed, R. and Hassan, A.E., (2023). The effect of Emotional Contagion on Electronic Word of Mouth: An Applied study on Mobile Phone Brand Customers of Social Network Sites in Egypt. *The Scientific Journal of Financial and Commercial Studies and Research*, 4(1), 301-335.
- OECD, (2019). An OECD Learning Framework 2030. *The Future of Education and Labor*, 23-35.org/10.5937/Oditor2202054S.

- Prasath, S., and Yoganathen, M. (2018). The impact of social media marketing on consumer buying decisions. *Journal of Social Media Marketing*, 5(2), 45-60. <https://doi.org/10.1234/jsmm.2018.012345>
- Pektas, S.Y. and Hassan, A., (2020). The effect of digital content marketing on tourists 'purchase intention. *Journal of Tourismology*, 6(1), 79-98.
- Pourabedin, Z. and Migin, M.W., (2015). Hotel experience and positive electronic word of mouth (e-WOM). *International Business Management*, 9(4), 596-600.
- Qazzafi, S. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130-134.
- Rose, R. and Pulizzi, J. (2011). Managing content marketing. *The real-world guide for creating passionate subscribers to your brand*. Cleveland: CMI Books.
- Runge, E., (2020). Tama Leaver, Tim Highfield und Crystal Abidin: Instagram. Visual Social Media Cultures. *MEDIENwissenschaft: Rezensionen|Reviews*, 38(2-3), 282-283.
- Sardar, A., Manzoor, A., Shaikh, K.A. and Ali, L. (2021). An empirical examination of the impact of eWom information on young consumers 'online purchase intention: Mediating role of eWom information adoption. *Sage Open*, 11(4), 21582440211052547.
- Scozzese, G. and Granata, G. (2019). The action of e-Branding and Content marketing to improve consumer relationships. *European Scientific Journal*, 15(1 (January 2019)), 58-72.
- Shafiq, M.A., Khan, M.M.A., Gul, R., Hussain, M. and Javaid, M.Q. (2023). Influence of social media marketing in development of customer trust and satisfaction through the moderating role of electronic word of mouth. *Journal of Social Sciences Review*, 3(1), 623-638.

- Souki, G.Q., Oliveira, A.S.D., Barcelos, M.T.C., Guerreiro, M.M.M., Mendes, J.D.C. and Moura, L.R.C. (2023). Does guests-perceived value for money affect WOM and eWOM? The impact of consumer engagement on SNS on eWOM. *The TQM Journal*.
- Stevanović, A., Mitrović, S., and Rajković, A. (2022). Application of information
- Stevanović, M., Staletović, M. and Bačevac, S., (2022). Factors that in the modern environment determine the development of Serbian economy. *International Review*, (3-4), 84-88.
- Subasinghe, U. and Weerasisri, R.A.S., (2019). The Impact of Digital Content Marketing on the Purchase Intention of Connected Consumers: A Study Based on Natural Ingredient-Based Personal Care Products. *Sri Lanka Journal of Marketing*, 5(1).
- Sunarno, M.T.D., (2020). Consumer purchase decision on fresh fish in new normal: Preliminary case study in Indonesia. *Journal of Social Transformation and Regional Development*, 2(1), 52-60.
- Thakur, N., Patel, K.A., Poon, A., Shah, R., Azizi, N. and Han, C., (2023). A Comprehensive Analysis and Investigation of the Public Discourse on Twitter about Exoskeletons from 2017 to 2023. *Future Internet*, 15(10), 346.
- Nati, I. I., Wiryawan, D., and Ambarwati, D. A. S. (2024). The influence of digital marketing content on purchase intention mediated by trust variables in Erigo fashion products. *International Journal of Advanced Multidisciplinary Research and Studies*, 4(2).
- Todri, V. (2022). Frontiers: The impact of ad-blockers on online consumer behavior. *Marketing Science*, 41(1), 7-18.
- Trivedi, T. (2022). Impact of digital content marketing on purchase intentions for online shopping post Covid-19 pandemic. *International Journal of Management, Public Policy and Research*, 1(2), 24-33.

- Wang, C., Pan, R., Wan, X., Tan, Y., Xu, L., Ho, C.S. and Ho, R.C. (2020). Immediate psychological responses and associated factors during the initial stage of the 2019 coronavirus disease (COVID-19) epidemic among the general population in China. *International journal of environmental research and public health*, 17(5), 1729.
- Wang, S., Ye, Y., Ning, B., Cheah, J. H., and Lim, X. J. (2022). Why Do Some Consumers Still Prefer In-Store Shopping? An Exploration of Online Shopping Cart Abandonment Behavior. *Frontiers in Psychology*, 12 . <https://doi.org/10.3389/fpsyg.2021.829696>
- Wibowo, A., Chen, S.C., Wiangin, U., Ma, Y. and Ruangkanjanases, A. (2020). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13(1), 189.
- Xiong, J., Wang, Y. And Zheng, L. (2023). Understanding The Relationship Between IT Affordance and Consumers' Purchase Intention in E-Commerce LiveStreaming: The Moderating Effect of Gender . *International Journal of Human-Computer Interaction*, 1–11 [Doi: https://doi.org/10.1080/10447318.2023.2250607](https://doi.org/10.1080/10447318.2023.2250607)
- Yang, X., (2019). How perceived social distance and trust influence reciprocity expectations and eWOM sharing intention in social commerce. *Industrial Management & Data Systems*, 119(4), 867-880.
- Younus, S., Rasheed, F. and Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management and Business Research*, 15(2), 8-13.
- Zangeneh, S., Mohammadkazemi, R. and Rezvani, M. (2014). Investigating the effect of Electronic Word of Mouth on customer's purchase intention of digital products. *Management Science Letters*, 4(11), 2433-2440.
- Zhao, Y., Wang, L., Tang, H. and Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980.

- Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A. and Ilyas, A. (2019). The role of social media marketing in consumer behaviour. In *E3S Web of Conferences* (135, 04022). EDP Sciences.
- Zulkiffli, W.F.W., Hong, L.M., Ramlee, S.I.F., Mat Yunoh, M.N. and Aziz, R.C. (2017). The effectiveness of electronic word-of-mouth (eWOM) on consumer purchase intention among Generation-Y. *Int. J. Account*, 2(6), 18-26.
- Żymkowska, K., Żymkowski, T. and Błaszczuk, R. (2017). Effects of customer engagement behavior. *Journal of economics and management*, 28, 133-154.

تأثير التسويق بالمحتوى، والتناقل الإلكتروني، والراحة عبر الإنترنت، والتسويق عبر وسائل التواصل الاجتماعي على نية الشراء لدى مستهلكي العلامات التجارية المحلية في مصر

د. ندى إيمان

د. دينا السلمي

ملخص البحث باللغة العربية

الغرض: تبحث هذه الدراسة في تأثير تسويق المحتوى ، وكلمة الفم الإلكترونية (EWOM)، والراحة عبر الإنترنت، وتسويق وسائل التواصل الاجتماعي على نوايا شراء المستهلكين المحليين في مصر. ويهدف إلى توضيح كيفية تأثير عوامل التسويق هذه على قرارات شراء المستهلك.

المنهجية: استخدمت هذه الدراسة نهجًا كمياً لتحليل كيفية تأثير تسويق المحتوى، وكلمة الفم الإلكترونية (EWOM)، والراحة عبر الإنترنت، وتسويق وسائل التواصل الاجتماعي على نوايا الشراء بين مستهلكي العلامات التجارية المحلية في مصر. تم جمع البيانات من 652 من مستخدمي Instagram عبر استطلاعات عبر الإنترنت وتحليلها باستخدام AMOS لنموذج المعادلة الهيكلية (SEM) و SPSS لتحليل الارتباط لتقييم العلاقات بين عوامل التسويق هذه ونوايا الشراء.

النتائج: وجدت الدراسة أن تسويق المحتوى، EWOM، وتسويق وسائل التواصل الاجتماعي يؤثر بشكل كبير وإيجابية على نوايا الشراء. ومع ذلك، تم خلط تأثير الراحة عبر الإنترنت، مما يشير إلى أن بعض الجوانب تؤثر بشكل إيجابي على نوايا الشراء.

الكلمات الدالة: تسويق المحتوى، EWOM، الراحة عبر الإنترنت، تسويق وسائل التواصل.

Suggested Citation according to APA Style

El Salmy, D., Eman, N. (2025). The Influence of Content Marketing, Electronic Word of Mouth, Online convenience and Social Media Marketing on Local Brand Consumers' Purchase Intentions in Egypt. *Journal of Alexandria University for Administrative Sciences*, 62(2), 301- 346.