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The impact of content marketing on brand credibility and loyalty: A quantitative study

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Abstract

By analyzing the data of 100 research participants from more than one different field and sector, such as engineering, remote sensing, marketing, accounting, and healthcare, this study explores the strategic impact of content marketing or content marketing on brand credibility and consumer loyalty towards the brand. A quantitative approach was used in This study also used Google Surveys and Looker Studio to collect and analyze data in order to obtain a vision that we can implement.

Studying the importance of the role played by the different type of marketing content such as (video clips, social media posts, interactive lectures, blogs and other means) is our goal of the study. We seek to understand the depth of the consumer's relationship and the extent of his connection to the brand and the messages provided by the brand and whether they meet the expectations and preferences of the audience or not.

The results of this study give great focus on the great impact that marketing content achieves, how it creates strong links and relationships with customers and followers, and how the relationship remains continuous and strong with customers. This study also recommends some strategies presented to companies and brands in order to intensify their efforts and focus on content marketing after identifying a need. The public and customers and achieve the greatest benefit through direct interaction and achieving a competitive advantage.

The research provides a clear vision of the way content marketing affects audience and customer loyalty

Keywords: Content Marketing; Brand Credibility; Consumer Loyalty; Marketing Strategy Optimization; Digital Marketing; Audience Engagement

1. Introduction

The current awareness of customers and the public through various marketing platforms has developed greatly from previous periods. Without real marketing content that is appropriate to customers' expectations and trends, there will be no building trust and real interaction between the brand and its audience. The relationship always needs to develop and not stop at traditional methods, and here the role of content emerges. Effective marketing.

Many companies and brands ignore the difference between promotional content and marketing content. Many companies work on promoting content and services rather than focusing on producing real marketing content that creates interaction and builds a bridge of trust with customers. The behavior of customers and consumers has differed greatly, especially with the development of means of communication and the multiplicity of its methods and channels. Therefore, marketing content can be considered the easy and unavoidable.

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The main goal of the study is to know how effective and influential marketing content has a direct impact on building a strong relationship of loyalty and affiliation between the brand and the audience. We preferred to collect data through different fields so that the study would be broader and more comprehensive, such as the field of human resources, engineering, remote sensing, and other fields. An approach was used. This study combines quantitative data with qualitative insights to achieve a more comprehensive vision and broader scope.

The exploration in this research demonstrates the importance of understanding the expectations and preferences of the customer and the consumer, regardless of the sector in which he works. The consistency of marketing principles and content with the expectations and preferences of customers inevitably makes the results of increasing belonging and loyalty impressive.

In this research and study, we integrate more than one different vision for different industries and at different levels, providing a comprehensive understanding of how to develop marketing content strategies and increase brand credibility with customers.

2. Literature Review

The traditional promotion engine that customers start over the years, especially before the emergence of the social networking company, has changed these days and the main and primary role in favor of customer loyalty and belonging is content marketing, the methods of communication and participation between companies and their skills and have become new and different marketing, and content marketing plays a major role in building credibility with customers, in this section we review the existing literature on the relationship between content marketing and credibility and loyalty.

2.1. Content Marketing as a Strategic Tool

Content marketing focuses on preparing content that is strongly relevant to the target audience, working to attract and grab the attention of the audience in order to interact and then retain the target segment to later become more loyal and attached to the brand. The study of (Holliman & Rowley, 2014). confirmed the effectiveness and enhancement of customer confidence through marketing content and clarity of the brand vision.

Content Marketing must be subject to strategies appropriate to different sectors and industries. For example, if we look at the healthcare sector, there is a constant focus on marketing educational materials to build a bridge of trust between the brand and customers. However, it is completely different if we compare this to a technological field such as remote sensing (Pulizzi, 2020). This field focuses on showcasing experiences and innovative success stories. Therefore, content marketing must meet consumer expectations.

2.2. Brand Credibility and Its Determinants

According to Erdem and Swait (2004), brand credibility is a key factor in consumer purchasing decisions. Content marketing is one of the preferred options for customers to build credibility and transparency towards the brand. The more the brand values are aligned with the consumer's values, the more belonging, loyalty and trust increase.

Consumers are becoming more aware and conscious of the distinction between promotion and content marketing. Based on transparency and consistency of brand messages, consumer trust is formed and loyalty increases. According to (Ashley & Tuten, 2015).social media campaigns that provide value beyond the promotion stage, such as direct interaction through sessions and blogs that experts work on, this enhances credibility and loyalty.

2.3. The Link Between Content Marketing and Consumer Loyalty

Effective, high-quality content yields positive results for the brand. The continuous increase in consumer loyalty is a result of the emotional connection that content marketing creates. According to a study conducted by Kumar et al. (2016), consumers who are most likely to develop their level of loyalty are those who always look at and focus on the importance of marketing content.

The role of literature here also determines the importance of content diversity to gain customer loyalty. Social media platforms have been identified as key channels due to the ease of interaction with consumers and an easier way to measure customer loyalty. Consumers usually respond to interaction and gravitate towards different formats of content. Content formats include a variety of formats such as blogs, videos, illustrations, graphics and multimedia. Consumers' style is diverse, so the content must be diverse as well.

2.4. Gaps in Existing Research

The gaps here lie in identifying and understanding the deep relationship between credibility and trust building and content marketing across different domains. There are areas where we do not find sufficient research on how marketing content affects and is effective, especially if we talk about areas such as remote sensing and human resources

2.5. Conclusion

This study aims to build opinions and recommendations that benefit companies in building special content marketing strategies that help them increase brand credibility and consumer loyalty, with some focus on insights specific to different industries.

3. Methodology

In this study, quantitative research was used and designed as a methodology, as the research was designed to suit measuring the impact of different strategies in content marketing on increasing consumer loyalty and brand credibility through modern communication channels. Data collection was done through different and diverse contributions from the research participants, and the participants were selected from different industries and fields.

3.1. Research Design

To ensure a uniform approach and method for collecting participant data, ratings and perceptions, a quantitative data approach was used via Google Surveys, using statistical analysis provides us with a clearer and more comprehensive view.

3.2. Participants

The selection fell on a diverse group of 100 participants from different fields and industries, including fields such as engineering, medical fields, remote sensing, marketing and accounting. To extract accurate results, carefully targeted samples were taken of the levels of interaction with the brands' marketing content.

3.3. Data Collection

3.3.1. Survey Tool

Data was collected using Google Surveys, which provided an accessible platform to distribute the survey and collect responses efficiently.

3.3.2. Survey Design

The survey consisted of open-ended and multiple-choice questions, allowing participants to provide detailed responses and select from predefined options. Key areas addressed in the survey included:

A variety of questions were used, ranging from multiple-choice questions to open-ended questions. Through the variety of questions and choices, we give participants more space to provide a detailed answer, also with a choice between pre-determined options. The areas covered by the survey include the following:

How important is credibility when evaluating the content marketing of the brands you follow?

- Have you ever felt loyal to a brand because of the quality of their content? Can you share an example?
- What factors make marketing content engaging or trustworthy for you?
- How do you view brands that provide valuable content versus those that focus solely on promotional material?
- Do you prefer certain types of content (e.g., videos, blogs, or social media posts)? Why?
- How does a brand's engagement with its audience through social media impact its credibility?

3.3.3. Email Distribution

Participants were contacted and informed of the purpose of participation and an overview of the main objective of the research via email. The email included a guarantee of confidentiality and a consent form. Participants were assured of their understanding of the nature and scope of the research and study and their primary role in contributing.

3.4. Data Analysis

The data collected from the Google surveys was analyzed using Looker Studio, which made it easy to visualize key trends and patterns.

We used Looker Studio's statistical tools to measure correlations, mean scores, and distributions across the surveyed variables.

The analysis focused on identifying significant relationships between content marketing strategies, brand credibility, and consumer loyalty.

3.5. Ethical Considerations

We informed participants of the purpose of the study and ensured the confidentiality of their responses. We obtained electronic consent before they started the survey. We stored all data anonymously and securely, ensuring compliance with ethical research standards.

Limitations

The quantitative research method and style provides accurate and statistical results, but it does not accurately convey the feelings of the participants' opinions. Also, statistical research may exclude a segment of elderly people who are unable to use technology or communication means.

4. Results

The results in this study are based on the analysis resulting from the answers to the survey questions that were interacted with by 100 participants from the industries mentioned above such as engineering, human resources, medical fields, remote sensing, accounting and marketing. In order to identify the main trends in the extent of consumer engagement and loyalty towards the brand, Google surveys and the Locker Studio application were used.

4.1. Demographic Profile of Respondents

The survey sample consisted of a diverse group of participants, with the following distribution:

4.1.1. Industry

- Human Resources: 15%
- Engineering: 16%
- Medical: 21%
- Remote Sensing: 15%
- Accounting: 15%
- Marketing: 18

4.1.2. Gender

- Male: 55%
- Female: 45%

4.1.3. Age

- 20-30 years: 35%
- 31-40 years: 40%
- 41-50 years: 15%
- 51+ years: 10%

4.1.4. Key Findings

- Importance of Content Credibility:

The majority of the participants, up to 85%, confirmed the importance of the credibility of the content and considered it a major factor when making a purchase or dealing with the company or brand, while there was another opinion of the participants, 12%, where the importance of the credibility of the content lies in the fact that the subject does not matter

to them, 3% of the participants consider that it does not affect them at all when dealing with brands and there is only more and more.

4.1.5. Content Quality and Brand Loyalty

Content quality had a strong impact on 80% of participants and increased their affiliation and loyalty towards the brand. This leads us to evidence proving the direct relationship between content quality and increased consumer loyalty. While content quality had a medium level of impact on increasing affiliation for 15% of participants, content quality did not have a direct impact for 5% of participants.

4.1.6. Preferred Content Formats

- Participants' answers when asked about their preferred content formats were as follows:
- The most preferred percentage among participants when asked about their preferred content formats was 45% and was related to video content.
- Social media posts came in second place with a percentage of 35%
- Blogs came in third place with a percentage of 20%.
- The age group between 20 and 31 years old are the most interested in video content.

4.1.7. Perception of Valuable Content vs. Promotional Content

70% of respondents said they always find credibility and trust in brands that provide valuable, informative content, while 25% found this in brands that provide promotional content. Only 5% of respondents indicated that promotional content increased the positive image of the brand. Our findings here underscore the importance of focusing on valuable content before focusing on increasing sales.

4.1.8. Social Media Interaction and Brand Credibility

65% of respondents said that active and continuous engagement with the brand on social media has a significant impact on credibility. This group of respondents emphasized the trustworthiness of brands that respond quickly to questions and inquiries. The field of human resources made the strongest comments about the impact and importance of brand engagement on social media.

4.2. Summary of Results

The results showed that content marketing techniques have a significant impact on establishing a brand's position in the minds of customers and the extent of customers' attachment to the brand. We found that excellent and attractive content - especially in the form of visual materials, posts, blogs, and interactive pages on social networks - significantly affects consumers' opinions. Participants from different sectors preferred useful and valuable content over advertising materials, which confirms the importance of producing valuable content that matches the needs and expectations of customers.

5. Discussion

The results focus on the key role of authentic content in increasing customer loyalty to the brand through a wide sample size across different fields aimed at reaching the best possible strategies for content marketing.

Consumers and customers always prefer content that reflects real and tangible benefits over direct promotional content. This content trend is particularly beneficial for industries such as education and healthcare, so brands must focus on this approach.

We can understand the importance of video content as a type of investment that benefits brands, especially in areas such as the entertainment industry and technology fields, while blogs also remain a vital source of interaction that creates trust to enhance loyalty. Brands that engage in content marketing through social media and interact with their audience are considered more credible in communication and dealing, especially with sectors that target broad consumer segments.

5.1. Actionable strategies suggested by the study

Study audience preferences for delivering engaging visual and educational content

Deal with social media as a means of building trust and continuous effective communication and changing the dominant promotional approach

Marketing content to match the brand values and principles to gain customer trust and focus on continuous transparency.

5.2. Future Research

Future research and studies may provide a greater and deeper understanding of the effectiveness of content formats. Although the current study provides a deep insight into the importance and impact of content marketing now, future studies may address the importance of other types of content that may emerge in the future, especially with the continuous development of social media and technology in general.

Modern technologies such as artificial intelligence can play a fundamental role in preparing future studies to measure the impact of artificial intelligence on content marketing strategies and how it can increase customer loyalty and affiliation towards the brand.

6. Conclusion

The current study focused on the importance of providing marketing content relevant to customers and how personalizing content can increase customer loyalty and brand affiliation and increase credibility. It also focused on the importance of interacting with the audience and preparing close interactive content to build a bridge of trust and transparency between the brand and its customers, and how original marketing content overcomes promotional content in long-term relationships.

Anyone working in the field of marketing should focus and benefit from the following points:

- When prioritizing content preparation, video content is of the utmost importance, with the need for diversity as well
- Mastery and professionalism in formulating stories and converting them into marketing content
Continuous interaction with the audience
- Placing customer expectations as a priority when working on content marketing strategies

Compliance with ethical standards

Disclosure of conflict of interest

The authors declare no conflict of interest.

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