

The Impact of Content Marketing on Enhancing Brand Loyalty: An Applied Study on the Arevia Brand

أثر التسويق بالمحتوى في تعزيز الولاء للعلامة التجارية: دراسة تطبيقية على علامة أريفيا

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Abstract:

This study aims to shed light on the extent to which content marketing affects brand loyalty, with a focus on the brand experience of ARVEA. It seeks to identify the factors that contribute to building brand loyalty. To achieve this objective, the descriptive-analytical approach was adopted. A questionnaire was used as the main tool for collecting data from a sample of AREA brand customers, and the data were analyzed using the statistical software SPSS to test the hypotheses and derive the results.

The study concluded that content marketing is one of the most important pillars contributing to increased brand loyalty. It also revealed that there is no statistically significant relationship between consumers' income and the level of brand loyalty, and that there are no statistically significant differences in brand loyalty levels attributable to age groups.

Keywords: Marketing, Brand Loyalty, Brand.

JEL Classification Codes : M310, M370, M370.

ملخص:

تسعى هذه الدراسة لتسليط الضوء على مدى تأثير التسويق بالمحتوى على الولاء للعلامة التجارية وتم التركيز على تجربة العلامة التجارية "أريفيا"، مع تحديد العوامل التي من شأنها المساهمة في بناء الولاء للعلامة التجارية، ولتحقيق هذا المسعى تم الاعتماد على المنهج الوصفي التحليلي، حيث تم استخدام الاستبيان كأداة أساسية لجمع البيانات من عينة من عملاء العلامة التجارية "أريفيا"، وتحليل هذه البيانات باستخدام البرنامج الإحصائي SPSS وذلك لاختبار صحة الفرضيات واستخلاص النتائج. خلصت الدراسة على أن التسويق بالمحتوى من أهم الركائز التي تساهم في زيادة الولاء للعلامة التجارية، كما كشفت على عدم وجود علاقة ذات دلالة إحصائية بين دخل المستهلك ومستوى الولاء للعلامة التجارية، كما توصلت كذلك إلى عدم وجود فروقات ذات دلالة إحصائية في مستوى الولاء للعلامة التجارية تعزى للفئة العمرية.

كلمات مفتاحية: تسويق، الولاء للعلامة التجارية، العلامة التجارية.

تصنيفات JEL : M310، M370، M370

The introduction:

Here's to a lot of people saying that content marketing is one of the new styles for businesses and companies in this era of digital transformation and evolution of consumers. In today's digital world, patrons don't want to be advertised to—they want content that is helpful, authentic and meaningful. Therefore, firms increasingly depend on quality marketing content creation as the good content helps cultivate relationships with their target audiences and leads to greater brand loyalty, particularly in environments characterized by a high degree of competition.

Within this understanding, the present study aims at looking at the effects that content marketing has in the development of brand loyalty while considering the brand ARVEA as a case study.

Research Problem:

- To what extent does content marketing impact brand loyalty?

Research Questions:

- What dimensions of content marketing is ARVEA using?
- What are the factors that build brand loyalty for ARVEA?
- Is the content marketing campaign affecting the brand loyalty toward ARVEA?

Research Hypotheses:

- The statistics show that earning money is correlated with ARVEA product usage at a statistically significant degree.
- Statistically significant differences in brand perception exist depending upon consumer gender.
- The effect of content marketing is seen to be statistically significant for building brand loyalty.
- There are statistically significant differences in terms of brand loyalty, depending on the age group of consumers.

Research Objectives:

Objectives of the study: The present study tries to examine the role of content marketing as a means to increase customer loyalty, and the factors influencing the formation of brand loyalty.

Research Methodology:

Descriptive-analytical method: The method adopted in this research was descriptive-analytical, in terms of collecting data through sending questionnaires to ARVEA customers, then using SPSS tool to perform data analysis on the hypotheses developed in the study.

1- Theoretical Framework of the Study

1-1 Definition of Content Marketing :

Content marketing is a strategy that involves presenting and sharing valuable content to attract and keep a specific audience. This approach generates discussions about content and includes creating and distributing engaging, useful, and relevant material for the target audience (Kotler & Harmanwan Kartajaya, 2017, p. 167).

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The Content Marketing Institute defines content marketing as a strategy focused on creating and distributing valuable, relevant, and consistent content. This aims to attract a clearly defined audience of customers and encourage them to take profitable actions (Patrutiui, 2015, p. 112).

It can also be described as a plan to build an audience by publishing content that educates and informs. This content helps turn potential customers into followers and converts followers into actual customers (Boursas, 2022, p. 143).

Content marketing is further viewed as a process that manages text, visual media, and audio-visual content. Its goal is to engage customers and meet their needs to achieve desired outcomes through print and digital media (Dave & PR, 2023, p. 55).

Considering these definitions and practical observations, content marketing can be defined as a digital marketing strategy aimed at capturing audience attention, converting them into actual customers for a product or service, increasing sales, and achieving this by presenting valuable content across various touchpoints.

1-2 Development of Content Marketing in Light of Digital Transformation During the digital age:

Content marketing strategies and techniques have grown and evolved. These methods help reach customers and improve interaction with them. Some newly developed content marketing strategies include the following (Al-Jazeel Platform, 2024):

- Content diversification: Using various formats like videos, podcasts, articles, and presentations helps reach a broader audience.
- Improving content quality: As competition increases, content must be high-quality and provide real value to the target audience.
- Using emerging platforms: Leveraging platforms like TikTok and Snapchat boosts brand awareness and engagement.
- Optimizing content for mobile devices: Making content compatible with mobile devices allows users to access information easily, anytime and anywhere.
- Using artificial intelligence: AI is used in content creation, improving user experience and personalizing content for customers.
- Virtual reality: This technology creates immersive experiences and offers unique interactions.
- Content personalization: Tailoring content based on customer interests and behaviors increases effectiveness.
- Focusing on user experience: Providing a smooth and enjoyable experience enhances customer satisfaction and loyalty.
- Data utilization: Analyzing audience behavior with data helps improve content and personalize advertising.

1- 3 Objectives of Content Marketing:

- Improving brand awareness and brand image Increasing sales volume.
- Expanding the potential customer base.
- Boosting interaction and engagement rates.
- Retaining customers and building brand loyalty.

1-4- Elements of Content Marketing:

The process of content marketing must be built on a set of characteristics or elements to ensure success and effectiveness. Some of the most important elements include:

- **Relevance:** Relevance refers to how useful the information is to the audience. This usefulness helps manage the brand in the online space. Customers need relevant and ongoing information to maintain communication with the marketer. Therefore, content should be related to the target market, useful, clear, and convincing. Content rich in relevant information offers a chance to persuade customers and encourages them to share it (Bakhit, 2019, p. 15).

- **Reliability (Credibility):** Credibility is one of the key elements of quality in content marketing. The information provided must be accurate and dependable. Research shows a strong link between content credibility and customer attitudes toward the brand. In simple terms, when content becomes more credible and realistic, audience trust and intentions to purchase also rise (Mohamed A., 2023, p. 180).

- **Value:** Content should focus on functional value, which comes from how well the product or service works and meets its goals. Emotional value refers to the feelings customers experience when using the product or service (Tanton, 2013).

- **Attractiveness:** Content attractiveness is the ability to be influential, unique, and high quality to reach the target customer. To achieve this, it is important to analyze the target audience carefully. A key trait of good content is its ability to grab customer attention and encourage them to engage for longer periods. In an age of information overload, it takes about ten seconds to capture a customer's attention with attractive content. Therefore, it's crucial for organizational content to stand out to compete effectively. To do this, organizations should plan a mental image based on subtle differences from rivals. Creative and innovative content showcases its uniqueness compared to competitors (Mohamed & Hakim, 2022, p. 379).

- **Passion (Emotion):** Emotion ties to the feelings customers have toward the products and services provided by the organization, along with the methods used to reach customers and earn their trust. Content should include emotional and entertaining aspects, as content driven by emotion is often more effective than neutral content, whether it is positive or negative (Mohamed A., 2023, p. 181).

1-5. Concept of Brand Loyalty

Brand loyalty is a strong and ongoing commitment to buy a product or service from the same brand repeatedly in the future. This happens even with marketing efforts and influences from competing brands. The customer's purchasing behavior does not change. This defines brand loyalty (Barry, 2014, p. 7).

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Brand loyalty also describes the connection between the consumer and the brand. It represents a personal or behavioral attachment to a specific brand. This attachment results in a commitment to buy that brand's product(s) or service(s) again, even when other marketing efforts try to change this behavior (Reda, 2018, p. 162).

From various definitions and real-world examples, brand loyalty can be defined as a positive feeling a customer has for a specific brand. This feeling shows through repeated purchases and continued use of the brand's product or service, even with marketing influences that do not change the customer's view of the brand. This loyalty comes from the brand's performance, perceived quality, and the level of trust between the customer and the brand.

1-6- Importance of Brand Loyalty

The higher the level of brand loyalty, the more a brand achieves a set of valuable benefits. The most important of these are as follows:

Reduction of marketing costs: Numerous studies have shown that retaining existing customers is less costly than attracting new ones (Dabbaghi, 2015, p. 341).

Source of organizational stability: Brand loyalty creates organizational stability for companies since loyal customers generate more predictable revenue streams than non-loyal customers. Brand loyalty creates stability for businesses because their dedicated customers will continue to buy products regardless of price changes or special offers.

Source of attracting new customers: A loyal customer functions as a powerful marketing asset for the brand because they recommend it to others who trust their judgment. This process helps the brand obtain fresh customers.

Strengthening the firm's position with distributors: When customers demonstrate strong brand loyalty, organizations gain advantages in their distributor relationships. Distributors understand that their customers will leave if they do not provide recognized brands who build consumer trust.

Time buffer to respond to competitors: When customers show brand loyalty, they help companies deal with marketing competition that occurs during periods of increased advertising. Loyalty gives the brand-owning organization enough time to develop strategies that will protect their business from market competition (Aaker, 1994, pp. 53–54).

1-7 Impact of Content Marketing on Brand Loyalty

Through developing valuable and appealing content which serves a particular brand need businesses establish strong bonds to their customers. Positive content also helps in building a strong relationship with customers, thereby enhancing their loyalty to the brand. The key manifestations of this impact include the following (Boursas, 2022):

Increased engagement with brand content: Attractive content encourages interaction with the brand through shares, comments, and likes, which reflects and reinforces customer loyalty.

Building strong customer relationships: Content enables businesses to establish direct contact with customers which lead to trust development and increased loyalty from customers.

Enhancing brand awareness: Through content provision which delivers essential product information and practical business solutions customers gain a deeper understanding of the brand which leads to greater customer loyalty.

Increasing sales: The brand's content about its products helps customers understand what to buy which improves their chances of making future purchases. The content also helps the brand to achieve greater customer loyalty and boost its sales (Alaik, 2023, pp. 474–478).

2- Field Study

2-1- Study Sample:

The research study selected customers who buy cosmetic products as its target group because these customers represent the research population needed to determine how ARVEA products have achieved market presence in Algeria. The study has two goals which include assessing how ARVEA products exist in the Algerian marketplace and researching how customers view the brand while measuring their loyalty to ARVEA products in comparison to competing products.

2-2- Study Variables:

- Independent Variables: The study treats content marketing and brand identity as independent variables because both factors help companies build customer loyalty to their brands.
- Dependent Variable: The study measures brand loyalty as its dependent variable which content marketing and brand identity both affect.

2-3- Presentation of the Study Results:

2-3-1 Descriptive Analysis of Demographic Variables:

- Gender:

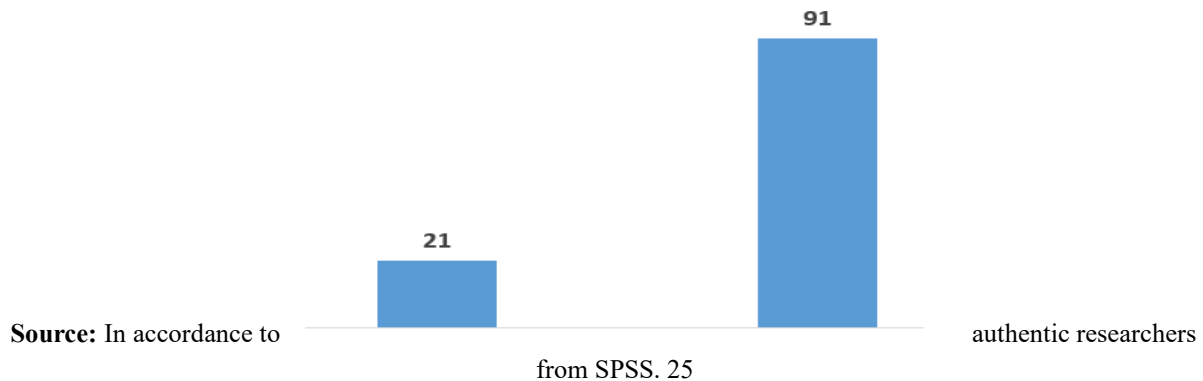
Table (1): Distribution of the Sample by Gender

Gender	Number	%
Male	21	19
Female	91	81
Total	112	100

Source: In accordance to authentic researchers from EXCEL.

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Figure (1): Distribution of the Sample by Gender



The distribution of the study sample by gender indicates that the vast majority of participants are female. The number of female respondents reached 91, representing 81% of the total sample. In contrast, male participants accounted for only 21 individuals, corresponding to 19% of the studied sample.

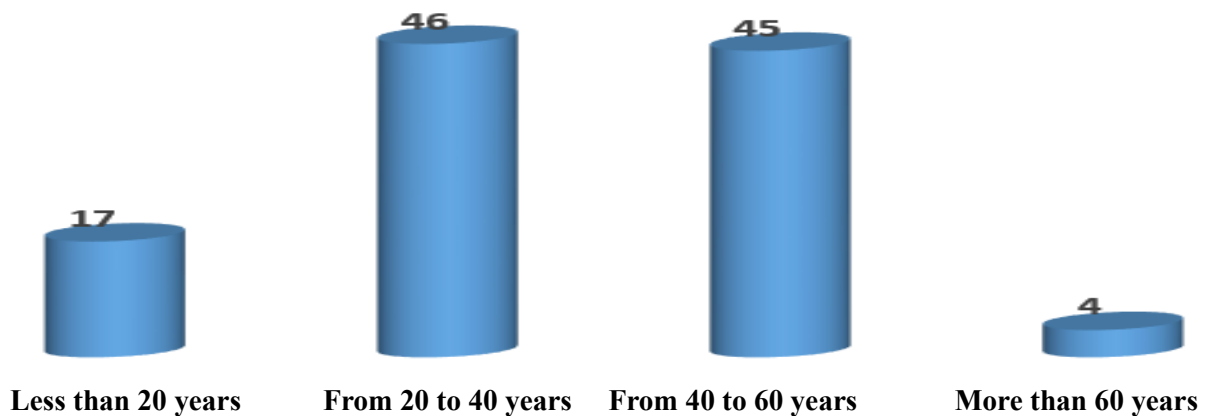
-Age:

Table (2): Distribution of the Sample by Age

Age Group	Frequency	%
Less than 20 years	17	15
From 20 to 40 years	46	41
From 40 to 60 years	45	40
More than 60 years	4	4
Total	112	100

Source: In accordance to authentic researchers from EXCEL.

Figure (2): Distribution of the Sample by Age



The distribution of the sample by age group shows that the majority of participants fall within the 20 to 60 years age range, representing a combined percentage of 81% of the total sample (41% aged 20–40 years and 40% aged 40–60 years).

The 20 to 40 years age group constitutes the largest proportion of respondents at 41%, followed closely by the 40 to 60 years group at 40%. This indicates that most participants are in early adulthood or middle age, age categories that are typically more active and more engaged in academic or professional activities.

As for the extreme age groups, namely those under 20 years and over 60 years, they represented smaller proportions, accounting together for only 19% of the total sample. This indicates that the representation of these two age groups in the study is limited.

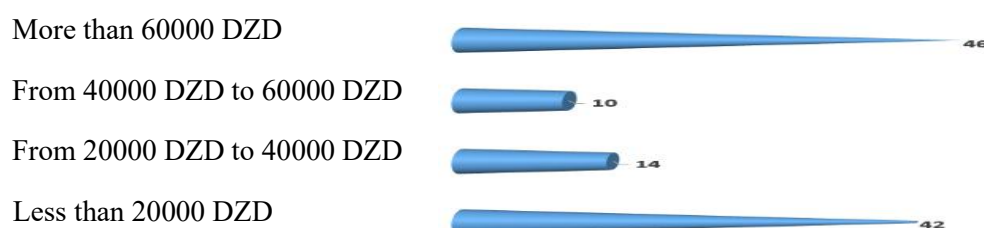
- Income:

Table (3): Distribution of the Sample by Income

Income	Number	%
Less than 20,000 DZD	42	38
From 20,000 DZD to 40,000 DZD	14	12
From 40,000 DZD to 60,000 DZD	10	9
More than 60,000 DZD	46	41
Total	112	100

Source: In accordance to authentic researchers from EXCEL.

Figure (3): Distribution of the Sample by Income



Source: In accordance to authentic researchers from SPSS. 25

The distribution of the sample according to monthly income indicates that the largest group of respondents earns more than 60,000 DZD per month, representing 41% of the sample. This is followed by the group earning less than 20,000 DZD, which accounts for 38%. This reflects a clear economic disparity among the sample members, with the presence of two contrasting groups (high-income and low-income) representing the majority of respondents. In contrast, the income groups ranging from 20,000 to 60,000 DZD constitute a smaller segment of the sample (21% combined), which may indicate limited representation of middle-income categories.

- Customers' Level of Awareness of ARVEA Products:

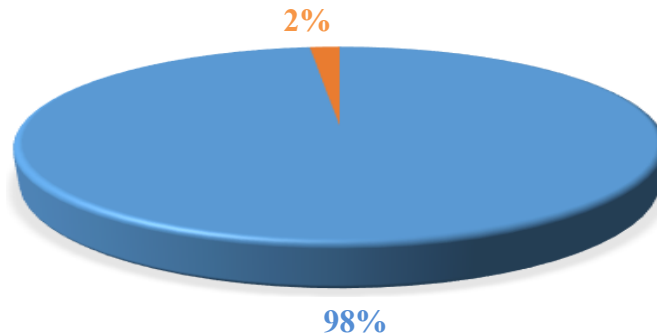
Table (4): Awareness of ARVEA Products

Product Awareness	Number	%
Yes	110	98
No	2	2
Total	112	100

Source: In accordance to authentic researchers from EXCEL.

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Figure (4): Awareness of ARVEA Products



Source: In accordance to authentic researchers from SPSS. 25

The results shown in the table indicate that the overwhelming majority of customers (98%) are aware of ARVEA company products, while only a very small proportion (2%) are not aware of them. This result is considered a strong positive indicator of the level of brand diffusion and recognition of ARVEA within the community or the target market.

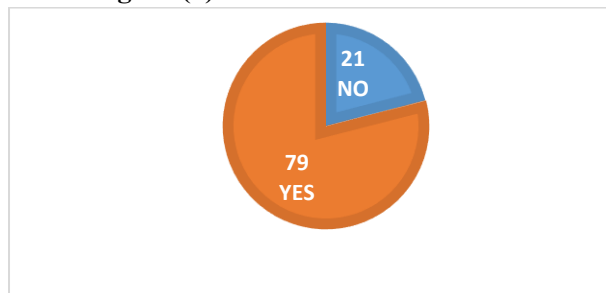
- Customers' Level of Use of ARVEA Products:

Table (5): Use of ARVEA Products

Product Use	Number	%
Yes	89	79
No	23	21
Total	112	100

Source: In accordance to authentic researchers from EXCEL.

Figure (5): Use of ARVEA Products



Source: In accordance to authentic researchers from SPSS. 25

The table shows that 79% of the sample members have previously used ARVEA products, which is a high percentage reflecting not only awareness of the brand but also the transition from awareness to actual experience. This indicates a certain level of trust or curiosity toward the company's products.

On the other hand, 21% of respondents have never used ARVEA products, despite the fact that 98% of the sample reported being aware of the company (as shown in the previous table). This discrepancy between awareness and usage may indicate:

- The presence of barriers preventing the transition from awareness to use (such as price, product availability, or lack of need).

- Some individuals limiting themselves to awareness without making a purchase decision.

2-3-2. Descriptive Analysis of the Study Dimensions

- Sample Responses to the Content Marketing Elements Dimension:

Table (6): Distribution of the Study Sample's Opinions Regarding the Statements of the Content Marketing Elements Dimension

Statement	Mean	Std. Deviation	Level of Agreement
I can understand the content of ARVEA's posts on its pages because it is simple and clear.	4.08	0.96	Agree
ARVEA products are consistent with my needs and desires.	3.74	0.947	Agree
ARVEA provides advertisements at appropriate and suitable times.	3.57	1.096	Agree
I believe that the language used by ARVEA in its marketing content is simple, helpful, and convinces me to purchase its products.	3.82	0.961	Agree
I believe that the diversity of ARVEA's marketing content on its pages (images, videos, etc.) is preferable and does not make me feel bored.	3.78	0.984	Agree
I find ARVEA's content attractive and attention-grabbing.	3.85	0.997	Agree
ARVEA provides content on its pages characterized by bright colors and appealing visuals presented professionally.	3.79	0.999	Agree
ARVEA offers special deals and discounts on its products.	3.67	0.934	Agree
ARVEA's marketing content highlights differences that distinguish its products from competitors.	3.57	1.037	Agree
I follow ARVEA's social media pages because I consider their content useful.	3.73	1.178	Agree
ARVEA's marketing content helps me learn about the products it offers.	3.40	1.002	Agree
The company is keen on responding promptly to its customers and avoids delays.	3.71	1.079	Agree
I feel that ARVEA's content helps me make better purchasing decisions.	3.62	1.007	Agree
ARVEA is committed to providing content that includes accurate and honest information about its products.	3.69	1.005	Agree
I trust the information provided by ARVEA through its content.	3.63	1.09	Agree
I find that the information provided by ARVEA answers my questions and eliminates my doubts about its products.	3.57	1.121	Agree
ARVEA is committed to informing its customers of any changes in the product through its page content.	3.60	1.086	Agree
ARVEA's posts leave a positive impression on customers, encouraging increased interaction, sharing, and viewing.	3.78	0.975	Agree
The marketing content published by ARVEA on Facebook makes me feel enjoyment and happiness.	3.66	1.009	Agree
ARVEA's marketing content is characterized by surprise and excitement.	3.63	0.995	Agree
I find that the marketing content published by ARVEA on its pages cares about my feelings.	3.54	0.995	Agree
Weighted Mean	3.687	—	Agree

Source: In accordance to authentic researchers from EXCEL.

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The results of the descriptive analysis for the content marketing elements dimension indicate that the opinions of the study sample were generally positive. The arithmetic means ranged between 3.40 and 4.08, with a level of agreement of “Agree” for all statements, and an overall weighted mean of 3.687.

The highest mean was recorded for the statement related to the clarity and simplicity of ARVEA’s content, reflecting the company’s success in effectively communicating its messages. In contrast, the lowest mean was associated with the statement measuring the extent to which the content helps customers learn about the products, indicating room for improvement in this aspect. The standard deviations were moderate, suggesting a relative homogeneity in respondents’ opinions.

Overall, the results reflect the effectiveness of ARVEA’s marketing content in terms of attractiveness, simplicity, and credibility, while highlighting the potential to enhance the informational dimension related to product presentation in order to increase marketing impact.

- Sample Responses to the Brand Identity Dimension:

Table (7): Distribution of the Study Sample’s Opinions Regarding the Brand Identity Dimension Statements

Statement	Mean	Std. Deviation	Level of Agreement
ARVEA is considered a trustworthy brand.	3.86	1.047	Agree
ARVEA products are characterized by high quality.	3.75	1.044	Agree
The design of ARVEA product packaging is attractive and professional.	3.89	1.043	Agree
ARVEA is a modern brand that keeps pace with developments.	3.82	1.067	Agree
ARVEA gives me confidence and reassurance in my purchasing decisions.	3.63	1.057	Agree
Weighted Mean	3.79	—	Agree

Source: In accordance to authentic researchers from EXCEL.

The results of the descriptive analysis for the brand identity dimension indicate that the sample expressed a positive evaluation of the components of ARVEA’s brand identity. The means ranged between 3.63 and 3.89, with a weighted mean of 3.79, reflecting an overall level of “Agree” on the Likert scale.

The statement “The design of ARVEA product packaging is attractive and professional” recorded the highest mean (3.89), highlighting the importance of visual identity and design appeal in enhancing consumers’ perception of the brand. Conversely, the lowest mean (3.63) was associated with the statement related to providing confidence and reassurance in purchasing decisions, indicating room for improvement in this dimension. Overall, the results suggest that ARVEA possesses a modern and trustworthy brand identity from consumers’ perspectives, while strengthening emotional trust may further reinforce brand image in customers’ minds.

- Sample Responses to the Brand Loyalty Dimension:

Table (8): Distribution of the Study Sample's Opinions Regarding the Brand Loyalty Dimension Statements

Statement	Mean	Std. Deviation	Level of Agreement
I feel loyal to the ARVEA brand.	3.68	1.149	Agree
I am loyal to the ARVEA brand and prefer purchasing its products over others.	3.68	1.18	Agree
I trust the quality of ARVEA's natural products.	3.60	1.241	Agree
I will continue purchasing ARVEA products even if their prices increase.	3.43	1.183	Agree
I recommend ARVEA products to others.	3.63	1.099	Agree
I purchase this brand more than other natural product brands.	3.56	1.137	Agree
Weighted Mean	3.596	—	Agree

Source: In accordance to authentic researchers from EXCEL.

The results of the descriptive analysis for the brand loyalty dimension show that the sample demonstrated a reasonable level of loyalty toward the ARVEA brand. The means ranged between 3.43 and 3.68, with a weighted mean of 3.596, indicating general agreement at the "Agree" level.

The highest means were recorded for statements related to overall loyalty to the brand and preference for its products over others (mean = 3.68), reflecting customers' attachment to the brand. In contrast, the lowest mean (3.43) was related to continued purchasing despite price increases, indicating some hesitation regarding price sensitivity. Overall, the results reflect a moderate level of loyalty toward the ARVEA brand, with room for improvement in strengthening financial loyalty, such as willingness to pay higher prices.

2-3-3. Reliability and Validity of the Study Instrument:

Table (9): Cronbach's Alpha Coefficient for Measuring the Reliability of the Study Instrument

Dimension	Reliability Coefficient	Validity Coefficient	Number of Items
All study dimensions	0.983	0.991	32
Content marketing elements dimension	0.971	0.985	21
Brand identity dimension	0.943	0.971	05
Brand loyalty dimension	0.962	0.981	06

Source: In accordance to authentic researchers from EXCEL.

The table shows that the overall reliability coefficient reached 0.983, which is higher than 0.62, indicating a very high level of reliability approaching 1. This value reflects the stability and internal consistency of the measurement instrument, meaning that it would yield the same results with a 98.3% level of consistency if reapplied to the same sample.

Regarding the study dimensions, all reliability coefficients exceeded 0.62, indicating acceptable and strong reliability for each dimension. As for the validity coefficient, it was estimated at 0.991, calculated as the square root of the reliability coefficient. This value is considered very high and confirms that the instrument effectively measures what it was designed to measure.

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2-4. Hypotheses Testing:

- First Hypothesis:

There is a statistically significant relationship between consumer income and the extent of ARVEA product usage.

- H0: There is no statistically significant relationship between consumer income and the extent of using ARVEA products.
- H1: There is a statistically significant relationship between consumer income and the extent of using ARVEA products.

Table (10): Distribution of ARVEA Product Usage According to Income

Income	Yes	No	Total
Less than 20,000 DZD	32 (76%)	10 (24%)	42 (100%)
From 20,000 to 40,000 DZD	10 (71%)	4 (29%)	14 (100%)
From 40,000 to 60,000 DZD	10 (100%)	0 (0%)	10 (100%)
More than 60,000 DZD	37 (80%)	9 (20%)	46 (100%)
Total	89 (79%)	23 (21%)	112 (100%)

Source: In accordance to authentic researchers from EXCEL.

Table (11): Results of the Chi-Square Test for Examining the Relationship Between Income and ARVEA Product Usage

Test	Value	Degrees of Freedom (df)	Sig.
Pearson Chi-Square	3.441	3	0.329
Likelihood Ratio	5.400	3	0.145
Linear-by-Linear Association	0.556	1	0.456
Total	112		

Source: In accordance to authentic researchers from EXCEL.

The above tables present the results of the Chi-Square test of independence conducted to examine the first hypothesis, which assumes the existence of a statistically significant relationship between consumer income level and the extent of ARVEA product usage.

The data indicate relatively high usage rates across all income categories: 76% among those earning less than 20,000 DZD, 71% for the 20,000–40,000 DZD group, 100% for the 40,000–60,000 DZD group, and 80% for those earning more than 60,000 DZD. Despite these variations, the Chi-Square test results showed that the significance value (Sig. = 0.329) exceeds the adopted significance level (0.05). Therefore, the relationship between income level and ARVEA product usage is not statistically significant.

Accordingly, the null hypothesis (H0) is accepted, indicating that there is no statistically significant relationship between consumer income and the extent of ARVEA product usage.

- Second Hypothesis:

There are statistically significant differences in **brand perception of ARVEA** attributable to **consumer gender**.

- **H0:** There are no statistically significant differences in brand identity perception attributable to gender.

- **H1:** There are statistically significant differences in brand identity perception attributable to gender.

Table (12): Independent Samples T-Test for Differences in Brand Loyalty According to Gender

Gender	N	Mean	Std. Deviation	T value	Sig.
Male	21	3.581	0.931	-1.128	0.262
Female	91	3.839	0.951		
Total	112				

Source: In accordance to authentic researchers from EXCEL.

The table above presents the results of an independent samples T-test conducted to verify the second hypothesis, which assumes the existence of statistically significant differences in the perception of ARVEA's brand identity attributable to gender.

The results indicate that the mean perception score for males was 3.581 (SD = 0.931), while the mean score for females was 3.839 (SD = 0.951). However, the calculated T value (T = -1.128) revealed that the differences between the two groups are not statistically significant, as the probability value (Sig. = 0.262) exceeds the adopted significance level (0.05).

Accordingly, the null hypothesis (H0) cannot be rejected, indicating that there are no statistically significant differences in the perception of ARVEA's brand identity attributable to gender.

- Third Hypothesis:

There is a statistically significant effect of content marketing on brand loyalty.

- **H0:** There is no statistically significant effect of content credibility on building brand loyalty.
- **H1:** There is a statistically significant effect of content credibility on building brand loyalty.

Table (13): Estimation of Simple Linear Regression to Test the Effect of Content Marketing on Building Brand Loyalty

Dependent Variable	Independent Variable	R	R ²	B	T-value	Sig.	VIF
Brand Loyalty	Content Marketing	0.90	0.81	1.18	21.65	0.000	1.000
Constant	—	—	—	-0.773	-3.74	0.000	—

Source: In accordance to authentic researchers from EXCEL.

Table (14): ANOVA Analysis for Simple Linear Regression Testing the Effect of Content Marketing on Building Brand Loyalty

Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F value	Sig.
Regression	102.703	1	102.703	468.575	0.000
Residuals	24.110	110	0.219		
Total	126.813	111			

Source: In accordance to authentic researchers from EXCEL.

The results of the simple linear regression analysis presented in the above tables reveal a strong and statistically significant effect of content marketing on ARVEA brand loyalty. The correlation coefficient (R) reached 0.90, indicating a strong positive relationship between the two variables. The regression model explains 81% of the variance in brand loyalty (R² = 0.81),

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which is a high proportion reflecting the strong explanatory power of the model.

The regression coefficient ($B = 1.18$) indicates that a one-unit increase in content marketing leads to an increase of 1.18 units in brand loyalty. The corresponding T-value (21.65) is statistically significant at $\text{Sig.} = 0.000$, which is below the accepted significance level (0.05). The ANOVA results further support this finding, as the F value (468.575) is statistically significant ($\text{Sig.} = 0.000$), indicating that the model as a whole is statistically significant.

Accordingly, the null hypothesis is rejected, and the alternative hypothesis is accepted, confirming the existence of a statistically significant effect of content marketing on building ARVEA brand loyalty.

- Fourth Hypothesis:

There are statistically significant differences in ARVEA brand loyalty attributable to consumers' age groups.

•**H0**: There are no statistically significant differences in ARVEA brand loyalty attributable to age.

•**H1**: There are statistically significant differences in ARVEA brand loyalty attributable to age.

Table (15): Results of the ANOVA Test for Differences in Brand Loyalty According to Age Group

Variable	Age Group	Frequency	Mean	Std. Deviation
Brand Loyalty	Less than 20 years	17	3.726	0.86591
	From 20 to 40 years	46	3.522	1.07761
	From 40 to 60 years	45	3.652	1.14692
	More than 60 years	4	3.292	1.10029
	Total	112		

Source: In accordance to authentic researchers from EXCEL.

Table (16): Results of the ANOVA Test for Differences in ARVEA Brand Loyalty According to Age Group

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F value	Sig.
Between Groups	1.050	3	0.3500	0.3000	0.825
Within Groups	125.764	108	1.164		
Total	126.813	111			

Source: In accordance to authentic researchers from EXCEL.

The table above presents the results of the One-Way ANOVA test conducted to verify the fourth hypothesis, which assumes the existence of statistically significant differences in ARVEA brand loyalty attributable to consumers' age groups.

The data show variation in loyalty means across age categories: 3.726 for the "less than 20 years" group, 3.522 for the "20–40 years" group, 3.652 for the "40–60 years" group, while the "more than 60 years" group recorded the lowest mean (3.292).

Despite these differences, the ANOVA results indicate that the F value = 0.300, with a significance level ($\text{Sig.} = 0.825$) greater than the adopted significance threshold (0.05). Accordingly, the null hypothesis cannot be rejected, which indicates that there are no statistically significant differences in ARVEA brand loyalty attributable to consumers' age

groups.

- Conclusion:

Building brand loyalty is one of the fundamental pillars upon which organizations base their marketing strategies, as it represents a decisive factor in sustaining long-term relationships with consumers and strengthening brand positioning in the market. Within the transformations witnessed in contemporary marketing, content marketing has emerged as an effective and influential tool in achieving this objective.

The results of this study demonstrate that content marketing contributes positively and tangibly to enhancing brand loyalty, as it influences consumer behavior and their emotional and cognitive attachment to the brand, going beyond the impact of demographic factors such as income level. Although brand loyalty may be influenced by multiple factors, the findings of this study confirm that content marketing elements constitute key determinants in shaping this loyalty. In this context, the study presents the main findings that clarify the nature of the relationship between content marketing and brand loyalty.

Study Findings:

- Achieving effective content marketing requires consideration of several core elements, most notably: relevance, which ensures alignment between content and audience needs and interests; credibility, which strengthens consumer trust in the content and the brand; added value provided by the content; in addition to visual and linguistic appeal, and the emotional dimension, which contributes to creating an affective bond with the brand.
- Content marketing is one of the most important pillars contributing to increasing brand loyalty. The results clearly indicate that it has a positive effect on brand loyalty, as companies' investment in content marketing leads to stronger construction of customer loyalty toward the brand.
- The results revealed the absence of a statistically significant relationship between consumer income and brand loyalty, indicating that non-economic factors—particularly the quality of marketing content—play the dominant role in building loyalty.
- The study found no statistically significant differences in brand loyalty attributable to age groups, which indicates that the effect of content marketing extends similarly across different age categories of consumers—youth and adults, males and females alike. This reinforces the inclusive and comprehensive nature of content marketing in influencing consumer behavior without being constrained by age-related considerations.

Recommendations:

- The necessity of focusing on producing high-quality content without targeting only a specific segment, as the effectiveness of content marketing transcends demographic differences, giving it a comprehensive and cross-segment nature.
- Content should not be limited to the mere transmission of information, but should combine useful knowledge with inspirational messages that motivate audiences to interact, thereby strengthening their emotional connection with the brand.

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- It is recommended to periodically evaluate marketing content performance using indicators such as engagement rate, conversions, and customer retention, and to make the necessary adjustments to ensure effectiveness and sustainability of impact.

- Future Research Perspectives:

This research is of significant importance as it highlights the role of content marketing as a tool for building brand loyalty and focuses on aspects that contribute to improving brand image among customers. It also opens the door for future research to focus on sociological and psychological factors that contribute to building brand loyalty.

In addition, future studies should address the role of artificial intelligence in developing intelligent models capable of predicting consumer behavior based on data collected through content marketing activities (likes, interactions, comments, etc.), in order to enhance strategic marketing decision-making.

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