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The Impact of Content Marketing on Achieving Brand Awareness (An Analytical Study of The Opinions of A Sample of Samsung Mobile Phone Customers in The Holy City of Karbala)

Abeer Mohammed Mahdi AL-shammari¹, Muntadher Kadhim Shamran², Nagham Dayekh Abd Ali³, Alaa Jabbar Jahil⁴

¹ Faculty of Tourism Science, Administration of Hotel Organization, Kerbala University, Kerbala City, Iraq

² Faculty of Tourism Science, Administration of Hotel Organization, Kerbala University, Kerbala City, Iraq

³ College of Administration and Economic, Kerbala University, Kerbala City, Iraq

⁴ Kerbala University, Kerbala City, Iraq

* Correspondence: abeer.m@uokerbala.edu.iq , Muntathar.k@uokerbala.edu.iq , Nagham.d@uokerbala.edu.iq , alaa.jabbar@uokerbala.edu.iq

Abstract: The research focused on studying the nature of the relationship between two variables (content marketing and brand awareness), where the correlation and influence relationships between the two variables were tested. The research relied on the questionnaire as a tool to collect data from the sample, where the research sample included 24 individuals from Samsung mobile phone customers in the holy city of Karbala. After conducting statistical analysis of the sample's answers, the research concluded that there are correlation and influence relationships between the research variables, which means accepting the two hypotheses designed for this purpose. A set of recommendations was reached that support the relationships between the two variables. The findings revealed a significant positive correlation between content marketing activities and consumers' level of brand awareness. Moreover, the results indicated that content marketing exerts a meaningful and measurable influence on brand awareness, thereby confirming the two hypotheses proposed in the study. Based on these outcomes, the research provides a set of practical recommendations aimed at enhancing the effectiveness of content marketing strategies and strengthening their role in increasing brand recognition among target audiences. Overall, the study highlights the important contribution of content-driven approaches to shaping consumer perceptions and reinforcing brand visibility.

Keywords: content marketing , brand awareness , Samsung mobile phone , communication technologies , business environment .

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1. Introduction

Information and communication technologies have influenced every aspect of our lives and have completely changed our lives. The emergence and development of computer and internet technologies not only affects people's daily life, social life and their behavior in working life but also profoundly affects and directs the strategies of businesses.

The rapid development of internet technologies has offered new and essential opportunities to businesses. Internet technologies, which are used as a new communication tool, provided opportunities for businesses, such as entering new markets and creating both easy and low-cost communication opportunities when they were first

used [1]. Today it is used in a much broader context. Internet technologies allow businesses to communicate and share with their current and potential customers, suppliers and the public. Social media, which facilitates communication with the target audience, accelerates interaction and allows to maintain

interaction at low cost, is an essential and effective tool offered by internet technologies to businesses today. Today's marketing mechanisms are undergoing rapid and successive transformations due to the changes in the business environment, especially after the rapid integration of the internet as a marketing tool, which has provided a massive platform for acquiring more customers [2]. Therefore, many organizations are rethinking their promotion methods and making them more visible to keep pace with these changes. This is achieved by developing innovative and effective advertising programs and policies, along with product and service offerings. This has also changed the way consumers shop, becoming more reliant on digital marketing tools, particularly social media, which has emerged as an effective marketing and communication tool[3]. It has added a new concept to purchasing intent, becoming one of the most important channels used extensively by consumers to gain information about products and services, as well as to conduct comparisons and monitor comments, opinions, and evaluations received from users of these sites, in order to make the appropriate purchasing decision. In the context of this change, organizations have turned to new strategies to target their customers through social media. These strategies include creating and publishing content that captures their attention and encourages continuous engagement throughout the day. They also develop engagement with this content to attract the largest possible number of fans and convert them into loyal customers. This is called content marketing, a marketing strategy that aims to connect consumers with the organization [4]. It includes page design, graphics, text, and video clips that inform the customer, create value for the product, and more effectively communicate the product without leaving them helpless between options or exerting any kind of pressure to make a purchasing decision.

Theoretical framework

Content Marketing

It is a marketing process that includes the management of both textual content and technical media, audio and visual content, which aims to engage customers and prospects to achieve the client's desired goals through print and digital media, including web platforms, email, social media, etc., which are then repurposed and packaged into various forms of web presence, such as publishers' websites, blogs, and articles [5]. Content marketing relies on a set of characteristics, including:

Authenticity: The consistency of the content created by brands across a range of formats. Authenticity makes customers feel that the information published online is credible, and they are more likely to believe and follow it.

Brand Awareness

Today's business environment is witnessing rapid changes due to intense competition among many companies that carry well-known and distinguished brands in local and even global markets. Consumers have found themselves faced with numerous options resulting from the diversity and variety of products offered in the market, which has prompted companies to seek to develop their products and improve their services in order to keep pace with these changes [6]. A trademark is one of the most important components of a product. It serves as its identification card, providing information that explains the origin of the trademark, its primary activity, and its type. Therefore, it has received significant attention from marketers, who have focused on studying its components, both tangible and intangible, and its importance in terms of the name that comprises it, its authority, and its ability to influence consumer purchasing behavior [7].

The word of awareness, in dictionary has defined as the information that available and subject comprehension, issue or condition or case or condition of being aware, conscious about something. In the world of marketing, awareness is meaning as the evaluate of how brand is well known, firm or product. Brand awareness is the extent to which the consumers of brand recognize that brand when they hear something about that brand. consumers have ability to recall the brand. This ability depends on the strength in

which the brand had been advertised on the social media. The configuration of brand, which occurs in the consumers' mind, is dependent to many things. One of these aspects which help his/her to recognize the brand is the trust that consumer have to that brand and its products. The company makes this trust beforehand and by the loyalty [8]. Brand awareness gives an opportunity to the product to have an identity by linking the brand characters into a product category. That means, the identity given by brand awareness makes the product show its composer company known to their potential customers. For instance, it helps the costumer to recognize the product relates to which category and to which company. It is beneficial for both the company and the costumer. Its benefit for company is that the company tries hard to make its product known to the marketing society and in the social media, but once this process is done. The hard time for company will finish and costumers will trust its products. Trust of clients and consumers brings about more clients as they talk about the product to others on social media or by other ways. The benefit for the consumers is that they can find different types of products and producers in the media and they can also remind what to purchase to get more benefit from it with the lowest cost [9]. This low cost with high quality is what all consumers want. Different levels of brand awareness have introduced by business researchers, which named as top of mind, brand recall, brand recognition, and unaware of brand.

2. Materials and Methods

This study attempts to establish the concept of content marketing and the advantages of its application within tourism organizations, given that this concept is a modern concept in marketing literature. This study seeks to examine and analyze the concept of content marketing by presenting a theoretical framework and its constituent dimensions, highlighting the role this concept plays in customer relationship management, thus contributing to bridging the research gap. The importance of research lies in the following: An attempt to identify the concept of content marketing as a new trend in online marketing.

1. Identify the extent to which content marketing contributes to strengthening the relationship between the companies under study and their customers.
2. Explain the relative importance of the elements and dimensions of content marketing in achieving brand awareness in tourism companies. Identify the requirements and advantages of implementing content marketing and the benefits that accrue to companies as a result of implementing this approach.
3. Assist tourism companies in adopting and implementing effective content to develop their relationships with customers.

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.

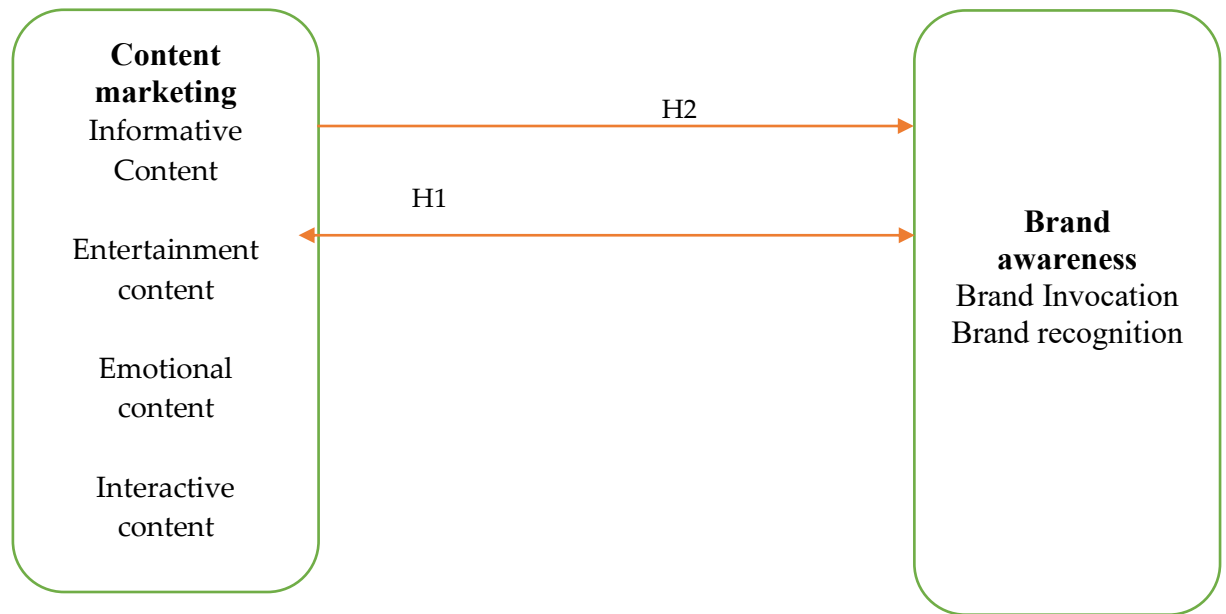


Figure 1. Hypothesis Diagram of the Research

H1–There is statistically significant correlation at $\alpha = 0.05$ between content marketing and brand awareness in the company.

H2–There is statistically significant effect at $\alpha = 0.05$ to content marketing in brand awareness in the company.

3. Results and Discussion

Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of persons a sample of Samsung mobile phone customers in the holy city of Karbala, as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

Reliability and Validity of the Survey Instrument

The research tool includes that depends on two variables, which are content marketing as an independent variable and includes four dimensions which are (Informative content, Entertainment content, Emotional content, Interactive content) and brand awareness is a dependent variable and includes two dimensions, which are (Brand invocation, Brand recognition).

Table 1.Descriptive statistics and Reliability for content marketing's dimensions

	Informative content	Entertainment content	Emotional content	Interactive content
Mean	2.04	2.35	2.57	2.61
Std. Deviation	.658	.865	1.042	1.102
Reliability : .703				

The values in Table (1) above indicate that Interactive content obtained the highest mean value of and Std. Deviation with a value of , which indicates the importance of this dimension and its high value among respondents in the institution. Followed by the dimension Emotional content with value mean and std. Deviation was equal to and , respectively[10]. Then Entertainment content after that according to mean value and std. Deviation was equal , while Informative content came in final level . As for measuring

the extent of realism and credibility of the dimensions of marketing deception , the Alpha Cronbach index was used, which came with a value of , which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table 2. Exploratory Factor Analysis for content marketing's dimensions

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.182	54.554	54.554	2.182	54.554	54.554
2	.820	20.501	75.056			
3	.561	14.024	89.079			
4	.437	10.921	100.000			
Extraction Method: Principal Component Analysis.						

The results contained in Table (2) refer to the exploratory factor analysis of the content marketing's dimensions , which aims to explain the amount of variance and reduce the dimensions to a specific value, as the four dimensions of the content marketing were reduced to a single component with a value of , which explains the variance in the variable[11]. We also note from the above table that the first component has obtained the highest percentage of and a variance value of , then the second , third and fourth component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table 3. Component Matrix for content marketing's dimensions

Dimensions	Component 1
Informative content	.724
Entertainment content	.818
Emotional content	.635
Interactive content	.766

Table (3) shows the percentage of the contributions of each of the four dimensions to the formation of the content marketing variable , as Entertainment content got the highest value of the variable formation with a value of , while came Interactive content in second level with value , then came Informative content and Emotional content in third and fourth levels with values respectively .

Table 4. Descriptive statistics and Reliability of brand awareness's dimensions

	Brand invocation	Brand recognition
Mean	2.21	2.36
Std. Deviation	.761	.795
Reliability: .906		

The values in Table (4) above indicate that Brand recognition obtained the highest mean value of and Std. Deviation with a value of, which indicates the importance of this dimension and its high value among respondents in the company . Followed by the dimension Brand invocation with a value as mean and std. Deviation was equal to and , respectively[12]. As for measuring the extent of realism and credibility of the dimensions of brand awareness , the Alpha Cronbach index was used, which came with a value of , which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table 5. Exploratory Factor Analysis of brand awareness's dimensions

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.829	91.427	91.427	1.829	91.427	91.427
2	.171	8.573	100.000			

Extraction Method: Principal Component Analysis.

The results contained in Table (5) refer to the exploratory factor analysis of the brand awareness's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the two dimensions of the brand awareness variable were reduced to a single component with a value of, which explains the variance in the variable[13]. We also note from the above table that the first component has obtained the highest percentage of and a variance value of, also the second component, it had values of less than one, which means that it cannot be considered as strong components in terms of influence.

Table 6. Component Matrix of brand awareness's dimensions

Dimensions	Component 1
Brand invocation	.956
Brand recognition	.956

Table (6) shows the percentage of the contributions of each of the two dimensions to the formation of the brand awareness variable, as Brand invocation and Brand recognition got the same value of the variable formation with a value of .

Hypothesis testing

H1–There is statistically significant correlation at $\alpha = 0.05$ between Content marketing and brand awareness in the company .

Table (7) correlation between Content marketing and brand awareness			
		Content marketing	brand awareness
Content marketing	Pearson Correlation	1	.733
	Sig. (2-tailed)		.000
	N	24	24
brand awareness	Pearson Correlation	.733	1
	Sig. (2-tailed)	.000	
	N	24	24

It is evident from the results in Table (7) above that there is a positive significant correlation between Content marketing and brand awareness in the company, which was valued at, in addition to that was the value of the sig. less than 0.05, which means the relationship between the two variables Content marketing and brand awareness is statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is accepted .

H2–There is statistically significant effect at $\alpha = 0.05$ to Content marketing in brand awareness in the company .

Table (8) ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.605	1	7.605	32.713	.000 ^b
	Residual	5.114	22	.232		

	Total	12.719	23			
a. Dependent Variable: brand awareness						
b. Predictors: (Constant), Content marketing						

It is clear from the results presented in Table (8) that there is a statistically significant impact of Content marketing in brand awareness in the company, as the value of sig. was (.000) which is less than (0.05) and this indicates the acceptance of the second hypothesis, which refers to there is a statistically significant effect at $\alpha = 0.05$ to Content marketing in brand awareness in the company.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.773 ^a	.598	.580	.482	.598	32.713	1	22	.000

a. Predictors: (Constant), Content marketing

Finally, the results presented in Table (9) indicate the total correlation value of the model by considering that Content marketing as independent variables have a correlation with the dependent variable brand awareness, as the correlation value was positive and at a significant level of .773 which is less than .05, which supports the correlation between the research variables, in addition, the value of R Square indicates the amount of variance that occurs in the value of the independent variables will affect the interpretation of the variance in the dependent variable with a value of .598 [14].

Discussion

It is clear from the results contained in the statistical analysis that there is an acceptance of the two hypotheses of the research. The two hypotheses were designed in order to identify the nature of the correlation and effect relationships between the two research variables. The first hypothesis indicated that there is a correlation between Content marketing and brand awareness with a score of .773, while the level of significance was .000, which is less than .05, so the first hypothesis was accepted [15].

While the second hypothesis explained the extent of the effect of Content marketing in brand awareness, the second hypothesis was accepted because the level of significance is less than .05. The values in Table (1) above indicate that Interactive content obtained the highest mean value of 4.5 and Std. Deviation with a value of 1.2, which indicates the importance of this dimension and its high value among respondents in the hotel.

Then, The values in Table (4) above indicate that creativity obtained the highest mean value of 4.5 and Std. Deviation with a value of 1.2, which indicates the importance of this dimension and its high value among respondents in the company.

4. Conclusion

In this part, the researcher seeks to present a set of recommendations that can be of interest to the company administration, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

1. Improving content relevance through content that meets the expectations and needs of the target audience and contributes to supporting the brand.
2. Enhancing the appeal of content through innovative content that uses visually appealing and purposeful designs, with the inclusion of multimedia (images, videos, illustrations, etc.), achieves the desired goals.

3. Providing accurate information about the products and services offered by the company to increase user trust in the content and create loyalty towards its products.
4. Forming work teams to monitor, develop and update content, flexibility in changing content on social media, and monitoring user responses to the site to achieve effective communication with the company.
5. Using the most modern forms of content marketing to highlight the exciting features and characteristics of the services offered by the company in order to increase customer desire and try to attract them.
6. The company should maximize customer-oriented values and help customers understand them through sufficient, continuous, and innovative marketing content for its services.
7. It is important for the company's marketing managers to choose techniques that help build brand awareness by designing and creating advertisements that enable the consumer to distinguish the brand from other competing product brands, thereby achieving market growth.
8. An attempt to highlight the brand's characteristics and benefits through advertising, thereby contributing to increased consumer awareness of the brand.
9. Carefully study your target customers and design appropriate marketing content, focusing on the most influential dimensions within this segment, while also considering the presence of all other dimensions.
10. The content should provide useful, credible, and engaging information that the customer is looking for, and develop smart content that focuses on the customer's interests, desires, and needs, and solves their problems more effectively.

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