

Consumer Adoption of Marketing Content and Its Impact on Behavioral Intentions

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Abstract:

Objective: This study measures how consumer evaluations of marketing content (quality and credibility), information needs, and attitudes influence perceived usefulness. It evaluates the subsequent impact of perceived usefulness on content adoption and behavioral intentions. The theoretical framework extends the Information Acceptance Model (IACM) within highly uncertain, emerging market environments. **Methodology/Tools:** The study employs a descriptive-analytical approach. Primary data were gathered via an online survey targeting a purposive sample of 256 consumers who follow the official Facebook pages of Yemeni companies. Sample size adequacy was validated using statistical power analysis (G*Power). Methodological controls, including Harman's single-factor test, were implemented to assess common method bias (CMB). **Statistical Analyses:** Data analysis and hypothesis testing utilized Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model assessment included outer loadings, composite reliability (CR), average variance extracted (AVE), and discriminant validity via Fornell-Larcker and Heterotrait-Monotrait (HTMT) criteria. The structural model was evaluated using a bootstrapping procedure with 5,000 resamples to extract path coefficients, direct and indirect effects, and confidence intervals, aligning with the sequential mediation structure of the model. **Main Findings:** The results reveal a significant positive impact of marketing content quality, credibility, information needs, and attitude toward content on perceived usefulness. Perceived usefulness, in turn, is a critical driver of content adoption. Content adoption exerts a strong positive effect on behavioral intentions. In contrast, attitude toward content has no significant direct effect on behavioral intentions once adoption is included in the model; its influence operates indirectly through perceived usefulness and content adoption. These findings largely support the sequential structure of the IACM and confirm its applicability in a crisis-affected emerging market. **Key Implications:** Theoretically, this study enriches existing literature by demonstrating that information adoption in volatile settings serves as a strategic risk-reduction mechanism. Practically, it recommends that marketing managers in Yemeni firms design needs-driven, highly credible marketing content. This approach stimulates consumer adoption and fosters electronic Word-of-Mouth (eWOM) engagement.

Keywords: Marketing content adoption, Information Acceptance Model (IACM), behavioral intentions, social media, consumer behavior, Yemen.

1. Introduction

Fundamentally, the marketer's core mission is to attract more customers to purchase goods or services. This held true fifty years ago and remains true today. However, marketers can no longer rely on traditional methods that succeeded decades or even a decade ago. Customers cannot be deceived or pressured into buying. The Internet has fundamentally altered consumer behavior. Today, consumers access vast amounts of information online from diverse sources, finding precisely what they need to make intelligent purchasing decisions. They demand extensive information from brands, but strictly on their own terms. Consumers expect to gather this information without being interrupted by unsolicited marketing and advertising messages (Pulizzi & Barrett, 2009).

Consequently, marketers have pivoted toward indirect marketing techniques. These methods effectively demonstrate product utility to customers using subtler, indirect channels. Content marketing is a prime example. It is now recognized as one of the most effective strategies for building buyer trust and fostering genuine connections. It is defined as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent brand-related content to current or prospective customers via digital platforms or print media to achieve strategic business objectives (Rowley & Holliman, 2014). Content marketing aims to persuade the audience through compelling material, increasing brand awareness. Furthermore, superior content motivates consumers to purchase goods or services, transforms them into loyal customers, and even encourages them to share the content with others (Wong & Yazdanifard, 2015).

Surveys and reports consistently demonstrate that businesses of all sizes, across various industries, are turning to content marketing to boost brand awareness, educate audiences, and drive revenue. Companies have rapidly adopted this approach, allocating continuously increasing budgets. Data published in August 2024 indicates that approximately 33% of B2B content marketers surveyed globally reported their organizations intend to increase content marketing budgets by 1% to 9%, while 13% of respondents plan to increase them by more than 9% (Statista, 2025).

In Yemen, numerous studies have examined the use of social media platforms by Yemeni companies to promote products; however, these studies have not adequately addressed the specific domain of content marketing. Despite its practical significance, relying merely on a "geographical gap" is insufficient to advance marketing literature. Therefore, the profound theoretical gap of this study lies in testing and extending the Information Acceptance Model (IACM) (Erkan & Evans, 2016) within the context of highly volatile crisis environments

and emerging economies. Most previous studies employing this model were conducted in stable economic environments with high levels of institutional reliability. This raises a fundamental question about how the determinants of consumer evaluation (e.g., credibility and quality) and information adoption change in an environment characterized by high uncertainty and perceived risk. Consumer behavior alters radically in crisis environments, making decision-making more complex and cautious (Sheth, 2020). Accordingly, this study seeks to bridge this knowledge gap by exploring whether the assumptions of the IACM hold robust or require adaptation when applied to the Yemeni consumer under exceptional circumstances. This offers a novel theoretical contribution to understanding the mechanisms of digital consumer behavior during crises.

Consequently, this study addresses this domain by measuring Yemeni consumer adoption of marketing content and revealing the impact of this adoption on behavioral intentions from the perspective of the Information Acceptance Model. This aims to answer the overarching question: To what extent does the marketing content of Yemeni companies influence the Yemeni consumer? What factors affect their adoption process of marketing content? And does this adoption impact the consumer's behavioral intentions?

Hence, the research problem crystallizes in the following primary question: "What is the degree of consumer adoption of marketing content via Facebook, and what is its impact on their behavioral intentions"?

Significance of the Study

Theoretical Significance: This study addresses the topic of content marketing, an area experiencing significantly growing global research interest (Avila, 2018). It contributes to understanding the impact of marketing content adoption on consumers concerning their behavioral intentions, thereby enriching content marketing literature. The current study is among the few that seek to uncover the factors influencing consumer adoption of marketing content through the lens of the Information Acceptance Model (IACM). A review of the scientific literature shows that most IACM applications have been conducted in relatively stable markets. Testing the model among Yemeni consumers in a high-uncertainty setting therefore addresses a theoretical, not merely geographical, gap in content-marketing research.

Practical Significance: This study provides marketing communications planners in companies with insights into how company-generated marketing content impacts consumer behavioral intentions. This aids them in selecting effective marketing strategies to successfully market and promote engagement with their products. The findings assist companies in using effective marketing content, maintaining their competitive position, and strengthening brand visibility.

Operational Definitions of the Study Variables

Adoption: Theoretically, defined as the processes individuals undergo when deciding to perform an activity for the first time (distinct from continuous usage behavior) (Fishbein & Ajzen, 1975). Operationally, refers to the consumer's evaluation and assimilation of information contained within marketing content during the decision-making process.

Content Marketing: Theoretically, the creation and dissemination of relevant, valuable, and brand-related content to current or prospective customers on digital platforms to develop brand engagement, trust, and relationships (Hollebeek & Macky, 2019). Operationally, the process wherein companies develop various types of digital content featuring free information and deliver it to potential customers. The aim is to provide utility, convert them into brand advocates, and encourage them to share this information within their networks. This expands the company's reach and stimulates product purchase consideration.

Behavioral Intention: Theoretically, the antecedent of actual behavior, determined by attitudes and subjective norms (Fishbein & Ajzen, 1975). Operationally, a person's intention to perform a specific behavior. In this study, it refers to purchase intention, intention to interact with the brand page, or intention to spread positive word-of-mouth (eWOM) about the brand.

2. Literature Review

A comprehensive review of existing scientific literature concerning marketing content and its impact on consumer behavioral intentions was conducted. This review aims to extract key cognitive, theoretical, and methodological insights while identifying the primary variables of interest. The reviewed studies are categorized into the following thematic axes:

2.1 Studies Examining Marketing Content

Andrade et al. (2025) investigated the impact of brand marketing content strategies on electronic word-of-mouth (eWOM). They analyzed 250 Instagram posts and 250 TikTok posts from leading consumer brands in Spain. The study revealed that message format significantly influenced eWOM on TikTok. Conversely, marketing content appeal exerted a stronger impact on Instagram.

Zaki (2023) explored the impact of marketing content dimensions (content relevance, credibility, value, emotion, and appeal) on customer relationship management (CRM) within Egyptian cellular telecom companies. Employing a descriptive-analytical approach, a questionnaire was administered to 335 customers. The findings indicated a statistically significant positive relationship between all marketing content dimensions and CRM.

Qarni (2022) examined the relationship between digital marketing content on social media and Egyptian consumers' brand engagement. The study also determined its association with purchase intention and purchasing encouragement. Utilizing a survey methodology, a questionnaire was distributed to 650 Egyptian consumers experienced in online shopping. The results demonstrated a positive correlation between digital content and purchase intention.

Camilleri and Kozak (2022) investigated the roles of digital content appeal, interactive engagement, and feedback mechanisms on the attitudes of social media subscribers following European travel and tourism companies. Using a survey approach, data were collected from 923 Facebook followers of these pages. The study found that subscribers were highly attracted to aesthetically pleasing content. Furthermore, it highlighted the crucial need to consistently create relevant content that appeals to social media audiences.

Chanpaneri and Jain (2021) provided insights into content marketing as a critical digital marketing strategy. Employing a case study approach focused on Nike, the research demonstrated that the company successfully utilized content marketing to enhance brand visibility and foster audience interaction. Videos and images emerged as the most widely used content formats across the company's social media platforms.

Koob (2021) sought to identify the determinants of marketing content effectiveness from a managerial perspective. An online survey was administered to a sample of senior marketers and content marketing specialists across 263 organizations in the German-speaking region (Germany, Switzerland, and Austria). The study concluded that clarity, commitment to content, alignment with audience needs, and high-quality standards are essential factors driving content marketing effectiveness.

Bu et al. (2020) examined how the social impact of informational and entertaining content in food tourism generates electronic word-of-mouth (eWOM). Based on an online survey of 707 Chinese tourists, the findings suggested that marketers must meticulously prioritize the quality of the informational content they create. High-quality content is indispensable for attracting audiences and generating substantial social impact.

Hollebeek and Macky (2019) investigated digital content marketing (DCM). The study posited that DCM is perceived by consumers as more credible and acceptable than traditional advertising formats. It noted that consumers actively seek specific marketing content to fulfill distinct uses and needs. Educational content fulfills cognitive needs, entertaining content satisfies affective needs, and brand-focused content elucidates the brand's image. Fulfilling these specific needs ultimately drives consumer interaction with DCM.

Cvijikj et al. (2011) explored the influence of content characteristics (e.g., content type, category, and posting day) on user engagement, measured by the number of comments, likes, and interaction duration. By analyzing 1,494 posts extracted from 14 distinct Facebook brand pages, the study revealed that informative posts garnered significantly more likes compared to other post categories, such as those related to contests.

2.2 Studies Examining the Determinants of Behavioral Intentions

Ma et al. (2025) examined the impact of perceived risk on consumer intentions and behavior in e-commerce transactions on the Tmall Global platform. Utilizing questionnaires and in-depth interviews, data were collected from users across both Chinese-speaking and non-Chinese-speaking regions for cross-cultural comparison. The study concluded that perceived risk negatively affects consumer trust, thereby undermining subsequent behavioral intentions and behaviors.

Chew and Adis (2018) investigated the factors influencing consumer behavioral intentions, positioning brand attitude as a mediating variable. Employing a survey method via an online questionnaire, they sampled 200 Malaysian respondents experienced in or exposed to print advertisements. The findings revealed that brand attitude positively impacts consumer behavioral intentions across specific dimensions, namely product information, entertainment, irritation, and credibility.

Kim et al. (2024) analyzed the relationship between positive word-of-mouth (WOM) intentions and actual consumption behavior, specifically purchase quantity and visit frequency. The study incorporated the interpersonal interactions of frontline employees with customers and consumer connection to global products. Using a survey questionnaire administered to 521 retail mall shoppers, the study demonstrated that active engagement with frontline employees during shopping amplifies the effect of positive WOM intentions on actual consumption behaviors, increasing both purchase quantity and visit frequency.

Cheung et al. (2021) explored the impact of two interaction types, consumer-to-consumer (C2C) and consumer-to-brand (C2B), on behavioral intentions, precisely repurchase intention and continuous search behavior. Utilizing an online survey completed by 316 Malaysian social media users, the study found that both C2C and C2B interactions significantly drive cognitive, emotional, and behavioral engagement. Crucially, cognitive engagement acts as an influential driver of continuous search behavior, whereas emotional and behavioral engagement serve as powerful predictors of consumer repurchase intentions.

Lee et al. (2020) identified the impact of advertising appeal types (emotional vs. rational) in anti-smoking campaigns on respondents' behavioral intentions to quit smoking. Through two experimental studies involving 414 students from major high schools in northern Taiwan, the research established that advertising appeals significantly influence anti-smoking behavioral intentions.

Saleh and Hashem (2019) measured the behavioral intentions resulting from exposure to Egyptian charitable advertisements, alongside the factors driving their formation, such as attitudes and subjective norms. Employing a survey design with a questionnaire distributed to a purposive sample of 360 advertisement viewers, the study revealed that both the economic status of the audience and their attitudes toward charitable advertisements significantly affect behavioral intentions. Furthermore, these resulting intentions strongly influence actual philanthropic behaviors.

Visentin et al. (2019) analyzed the impact of fake news on consumer evaluations of advertised brands. They explored how content truthfulness and source credibility influence consumer behavioral intentions, specifically purchase intention, brand store visits, or positive word-of-mouth (WOM). Based on an experimental study of 400 participants in the United States, the findings revealed no direct effect of news truthfulness on consumer behavioral intentions regarding purchase choices, store visits, or positive WOM dissemination.

2.3 Theoretical Framework

2.3.1 Content Marketing: Historical Context

The term "content marketing" was coined in 1996 by John F. Oppedahl during a journalists' roundtable at the American Society of News Editors. However, the practice itself possesses a much longer history; it is simply a modern moniker for an established strategy (Bly, 2020, p. 1). Indeed, foundational elements of content marketing can be traced back to early cave paintings. Professionally, John Deere and his customer-centric magazine, *The Furrow*, are credited with executing the first formal content marketing initiative (Lieb, 2012, p. 2).

Deere frequently listened to farmers who struggled to operate iron plows within the sticky clay soil of Illinois. Recognizing their frustration, Deere reasoned that constructing the plow's moldboard from steel would prevent mud from clinging to it. He collaborated closely with agricultural workers, evaluated their challenges, and continuously refined his product for years. Although John Deere passed away in 1886, his core institutional values of active listening and consumer education endured through Deere and Company, now arguably the world's most iconic agricultural enterprise. In 1895, the corporation launched *The Furrow*. Crucially, the publication did not directly advertise or sell Deere's

machinery. Instead, it educated farmers on emerging agricultural technologies and provided actionable insights to enhance their farming success, capturing the exact essence of strategic content marketing (Pulizzi, 2014, p. 13). Over a century later, with a circulation of 1.5 million copies across 40 countries, The Furrow remains the most historically successful content marketing initiative (Lieb, 2012, p. 2). This historical trajectory demonstrates that content marketing is not a novel phenomenon. Rather, companies have long generated and disseminated value-driven content to attract new prospects and retain existing consumers (Swieczak, 2012).

2.3.2 Conceptualizing Content Marketing

Content marketing is defined as both the art and science of attracting a target audience toward an organization. It operates on the premise that qualified potential customers are actively searching for solutions. If a company strategically communicates with, assists, and educates these prospects, a vital portion of this audience will naturally transform into loyal consumers (Crestodina, 2013, p. 1). According to the Content Marketing Institute (CMI), content marketing is a strategic marketing and business process focused on creating and distributing relevant, valuable, and consistent content. This approach aims to engage a clearly defined, thoroughly understood target audience, ultimately driving profitable customer action (Bokariya et al., 2021).

2.3.3 The Information Adoption Model (IAM)

Introduced by Sussman and Siegal (2003), the Information Adoption Model (IAM) explains how individuals evaluate and adopt information, subsequently modifying their intentions and behaviors within technology-mediated communication channels. The IAM was developed by integrating the core tenets of the Technology Acceptance Model (TAM) with dual-process informational influence models, primarily the Elaboration Likelihood Model (ELM). This structural synthesis robustly explains the cognitive processes underlying online user information adoption (Wang, 2018). The model posits that two primary antecedent variables, argument (information) quality and source credibility, significantly dictate a recipient's attitude toward an incoming message, represented as perceived information usefulness. This usefulness, in turn, directly governs their subsequent behavior, which is information adoption (Sussman & Siegal, 2003).

2.3.4 The Information Acceptance Model (IACM)

Erkan and Evans (2016) critiqued the original IAM, arguing that it focuses exclusively on message characteristics and informational influence while ignoring distinct consumer behaviors toward that information. To bridge this conceptual gap, they developed the Information Acceptance Model (IACM). The IACM extends the foundational IAM framework by integrating it with the Theory

of Reasoned Action (TRA) to successfully capture behavioral intentions. This model highlights the critical role of information quality, information credibility, information needs, and the user's overarching attitude toward online information in shaping consumer decisions via perceived usefulness and adoption.

The theoretical framework of the IACM comprises the following core constructs: (1) Information Quality: The persuasive strength of the arguments embedded within a message, typically operationalized and measured via accuracy, comprehensiveness, and relevance (Islam et al., 2022). (2) Source Credibility: The extent to which an information source is perceived as believable, authentic, and trustworthy by the recipient, evaluated through source expertise and trustworthiness (Cheung et al., 2008). (3) Information Needs: Refers to consumers who actively seek information on social platforms; these users exhibit a higher propensity to locate, process, and adopt actionable data (Erkan & Evans, 2016). (4) Attitude Toward Information: The general cognitive, affective, or behavioral disposition an individual holds toward specific digital content (Doneddu, 2018). (5) Information Usefulness: The consumer's cognitive perception that utilizing specific information will enhance or optimize their decision-making performance. (6) Information Adoption: The process by which individuals purposefully internalize and act upon received information. In virtual communities, this manifests when a consumer evaluates peer reviews before making a purchase decision or posts inquiries within digital networks to acquire targeted insights (Cheung et al., 2008). (7) Behavioral Intention: The subjective probability and likelihood that an individual will engage in a specific target behavior, such as a purchase or positive brand interaction (Stewart et al., 2018).

2.4 The Conceptual Model

Because this study investigates the impact of Yemeni consumers' adoption of company-generated marketing content on Facebook on their behavioral intentions, the Information Acceptance Model (IACM; Erkan & Evans, 2016) is adopted as the theoretical framework. The model specifies that content quality, content credibility, content needs, and attitude toward content shape perceived content usefulness; usefulness drives content adoption; and adoption, together with attitude, predicts behavioral intention. Figure 1 presents the conceptual model and the seven hypothesized paths.

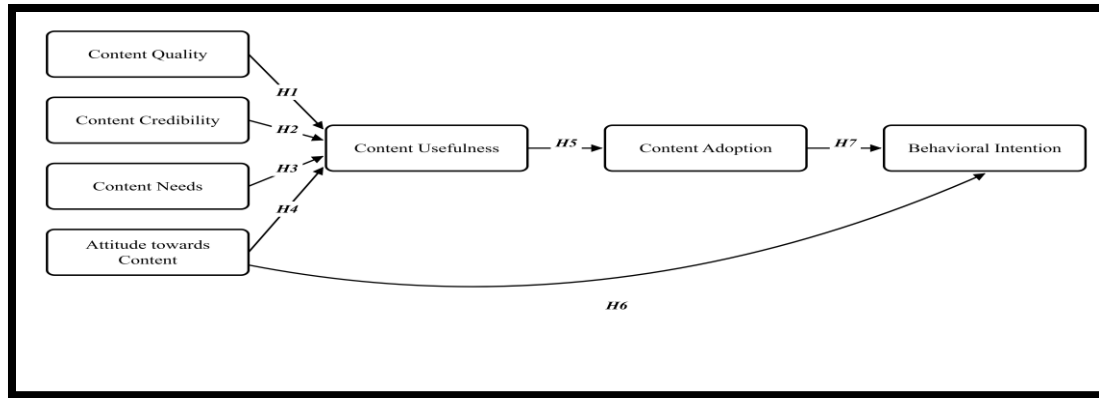


Figure 1. *Conceptual Model of the Study.*

2.5 Hypotheses Development

1. *The impact of content quality and credibility on perceived usefulness.*

Information quality and source credibility are the foundational antecedents of the Information Adoption Model. Sussman and Siegal (2003) argued that quality (e.g., accuracy and comprehensiveness) and credibility directly increase a recipient's evaluation of information usefulness. In social media settings, Erkan and Evans (2016) similarly found that consumers judge marketing content more useful when it is both high in quality and credible. Cheung et al. (2008) further noted that credibility reduces perceived risk and strengthens trust, thereby raising usefulness. Accordingly:

- *H1: Consumers' evaluation of the marketing content quality of Yemeni companies on Facebook has a significant positive impact on their perceived usefulness of that content.*
- *H2: Consumers' evaluation of the marketing content credibility of Yemeni companies on Facebook has a significant positive impact on their perceived usefulness of that content.*

2. *The role of content needs and attitude in determining usefulness.*

The IACM assumes that consumers who actively seek information are more likely to evaluate it as useful, and to use it in decision making, than those exposed to it incidentally (Erkan & Evans, 2016). Attitude toward the information also shapes this evaluation. Doneddu (2018) indicated that a positive cognitive or affective disposition strengthens the overall appraisal of content and raises perceived usefulness. Accordingly:

- *H3: Consumers' need for the marketing content of Yemeni companies on Facebook has a significant positive impact on their perceived usefulness of that content.*

- *H4: Consumers' attitudes toward the marketing content of Yemeni companies on Facebook have a significant positive impact on their perceived usefulness of that content.*

3. The relationship between usefulness and adoption.

Perceived usefulness is a critical antecedent of adoption. Studies grounded in the IAM, including Islam et al. (2022), show that when consumers regard marketing information as useful for improving purchase decisions, they adopt it purposefully. Accordingly:

- *H5: Consumers' perceived usefulness of the marketing content of Yemeni companies on Facebook has a significant positive impact on their adoption of that content.*

4. The impact of attitude and content adoption on behavioral intentions.

Linking adoption to behavioral intention is a central IACM extension that incorporates the Theory of Reasoned Action. A positive attitude is expected not only to raise usefulness but also to stimulate behavioral intention directly (Erkan & Evans, 2016). Adoption, relying on the content in decision making, is likewise expected to translate into intentions such as recommendation, electronic word-of-mouth, and continued interaction with the brand page (Bu et al., 2020). Accordingly:

- *H6: Consumers' attitudes toward the marketing content of Yemeni companies on Facebook have a significant positive impact on their behavioral intentions.*
- *H7: Consumers' adoption of the marketing content of Yemeni companies on Facebook has a significant positive impact on their behavioral intentions.*

3. Methodology

3.1 Research Design

This study adopts a descriptive analytical approach. This method aims to explain and elucidate events and situations representing a specific phenomenon. It analyzes current reality through declarative descriptions and interprets the apparent causes underlying these events to derive logical and actionable conclusions (Al-Tai & Kheir, 2007). To investigate the impact of consumer adoption of marketing content on behavioral intentions, an audience survey approach is deemed the most appropriate methodology for this study.

3.2 Population and Sample

The target population for this study comprises consumers who follow the official Facebook pages of Yemeni companies. To achieve the research objectives, a non-probability purposive sample of 256 respondents who follow these pages and completed the online questionnaire was utilized. Sample-size adequacy was

assessed with a priori statistical power analysis in GPower 3.1 (Faul et al., 2009), consistent with PLS-SEM recommendations for predictive models (Hair et al., 2022). The most demanding endogenous construct in the model, content usefulness, is predicted by four exogenous constructs. For an F-test of a fixed-model R^2 deviation from zero with four predictors, a medium effect size ($f^2 = .15$), $\alpha = .05$, and statistical power of .80, the minimum required sample is 85 observations. The obtained sample ($n = 256$) therefore exceeds the GPower threshold and is suitable for full structural-model evaluation.

Given the study's reliance on self-report questionnaires, procedural and statistical remedies were applied to mitigate common method bias (CMB), following Podsakoff et al. (2003). Procedurally, the survey introduction assured respondents of anonymity and stated that there were no right or wrong answers, in order to reduce evaluation apprehension and social-desirability pressure. Statistically, Harman's single-factor test was conducted by entering all measurement items into an unrotated factor analysis. The solution produced multiple factors, and the first factor accounted for less than 50% of the total variance. This result suggests that CMB is unlikely to constitute a serious threat to the interpretation of the structural paths.

The respondents are distributed according to their demographic characteristics, as detailed in the following table:

Table 1. *Distribution of the Study Sample by Demographic Variables (N = 256)*

Variable	Categories	Frequency (n)	Percentage (%)
Gender	Male	154	60.2
	Female	102	39.8
	Total	N = 256	
Age Group	Under 25 years	130	50.8
	25 to under 35 years	85	33.2
	35 to under 45 years	34	13.3
	45 years and older	7	2.7
	Total	N = 256	
Educational Level	High School	28	10.9
	Diploma	56	21.9
	Bachelor's Degree	147	57.4
	Postgraduate Studies	25	9.8
	Total	N = 256	
Monthly Spending	Under 100,000 Riyals	136	53.1

	100,000 to under 200,000 Riyals	72	28.1
	200,000 Riyals and above	48	18.8
	Total	N = 256	
Occupation	Student	102	39.8
	Public Sector Employee	46	18.0
	Private Sector Employee	44	17.2
	Vocational/Craft Profession	11	4.3
	Freelancer/Self-Employed	35	13.7
	Unemployed	18	7.0
	Total	N = 256	

3.3 Measures

All constructs were measured with multi-item reflective scales adapted from prior research and worded to the Facebook pages of Yemeni companies. Responses were recorded on a five-point Likert scale. Table 2 reports the administered items and their sources. After measurement-model purification, two items were retained for content quality, content credibility, content needs, attitude toward content, and behavioral intention. All administered items were retained for content usefulness and content adoption. The retained indicators are reported in Table 3.

Table 2. *Study Variables, Measurement Items, and Sources*

Variable	Code	Measurement items	Source
Content quality	CQ1	The posts contain detailed information.	Islam et al. (2022); Sussman & Siegal (2003)
	CQ2	The posts are highly relevant and necessary.	
	CQ3	The posts are clear and comprehensible.	
	CQ4	The posts are written in an accessible language.	
Content credibility	CC1	The provided information is authored by experts.	Hussain et al. (2020); Cheung et al. (2008)
	CC2	The information contained in the posts is trustworthy.	
	CC3	The companies' posts are factual and accurate.	

Content needs	CN1	I search for information online.	Hussain et al. (2020); Erkan & Evans (2016)
	CN2	I seek advice from friends.	
	CN3	I consult others for recommendations.	
	CN4	I review positive and negative consumer feedback on company products.	
Attitude towards content	AC1	The information facilitated the product-selection process.	Steffes & Burgee (2009)
	AC2	The posts effectively maintained the brand image.	
	AC3	I feel that the companies' posts are personalized.	
Content usefulness	CU1	The companies' posts are highly useful.	Sussman & Siegal (2003); Cheung et al. (2008)
	CU2	The companies' social media posts are valuable.	
	CU3	The social media posts are highly informative.	
Content adoption	CA1	I share the information with others.	Bu et al. (2020); Cheung et al. (2008)
	CA2	I recommend the companies' products to others.	
	CA3	I rely on the information to make purchasing decisions.	
	CA4	I interact positively with the company.	
Behavioral intention	BI1	I post positive comments about the brand.	Matusin et al. (2023); Erkan & Evans (2016); Phan et al. (2020)
	BI2	I advise others to purchase the product.	
	BI3	I intend to try the product.	
	BI4	I intend to revisit the companies' pages frequently.	

Note. Items in Table 3 are the indicators retained after purification. For two-indicator constructs, the codes identify the retained pair, not necessarily the first two wordings in this table.

3.4 Validity and Reliability of the Study Instrument

To verify the validity and reliability of the study instrument, a pre-test was conducted on a subsample of the target population. Furthermore, the questionnaire was reviewed by a panel of expert judges to ascertain its face validity and ensure the measurement items were highly aligned with the study's objectives. Subsequently, the measurement model was statistically evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM) procedures.

3.5 Measurement Model Assessment

Following the initial validation via face validity and pre-testing, the measurement model was rigorously evaluated according to PLS-SEM requirements. This advanced approach moves beyond classical validity and reliability metrics, such as simple correlation coefficients. The assessment encompassed examining the outer loadings of the indicators, utilizing Cronbach's Alpha as a supplementary index, and calculating both Composite Reliability (CR) and Average Variance Extracted (AVE) to establish convergent validity. Additionally, discriminant validity was tested (using the Fornell-Larcker criterion and the Heterotrait-Monotrait [HTMT] ratio), strictly aligning with recent methodological recommendations in the PLS-SEM literature (Hair et al., 2019; Hair et al., 2022; Henseler et al., 2015).

Indicator purification was completed before the final assessment. Two items were retained for content quality, content credibility, content needs, attitude toward content, and behavioral intention. All items were retained for content usefulness and content adoption. The administered item pool is reported in Table 2, and the retained indicators are reported in Table 3.

The results indicated that the outer loadings of the retained indicators ranged from .721 to .929. These values exceed the recommended .70 threshold in PLS-SEM studies. Furthermore, the CR values for all constructs surpassed the minimum acceptable threshold of .70, ranging between .774 and .915. The AVE values ranged from .632 to .844, well above the acceptable minimum of .50, confirming the convergent validity of the measurement scales. These results are detailed in Table 3.

Table 3. *Measurement Model Assessment: Loadings, Cronbach's Alpha, CR, and AVE*

Latent Construct	Retained Indicators	Cronbach's Alpha	CR	AVE	Outer Loadings
Content Quality	CQ1; CQ2	.620	.841	.726	.873, .830
Content Credibility	CC1; CC2	.417	.774	.632	.805, .785
Content Needs	CN1; CN2	.449	.786	.650	.721, .883
Attitude towards Content	AC1; AC2	.811	.915	.844	.908, .929

Content Usefulness	CU1; CU2; CU3	.819	.894	.737	.830, .886, .860
Content Adoption	CA1; CA2; CA3; CA4	.827	.885	.659	.817, .800, .819, .810
Behavioral Intention	BI1; BI2	.718	.877	.781	.870, .898

Note: Outer loadings, composite reliability (CR), and average variance extracted (AVE) meet the recommended thresholds (loadings > .70; CR > .70; AVE > .50). Cronbach's alpha is below .70 for three two-indicator constructs (content quality = .620; content credibility = .417; content needs = .449). In PLS-SEM this result does not, by itself, warrant construct deletion. Cronbach's alpha assumes tau-equivalence (equal indicator weights), whereas CR and outer loadings are the primary reliability criteria and do not impose that assumption (Hair et al., 2019). Indicator codes refer to the administered items listed in Table 2. Two-indicator constructs reflect items retained after measurement-model purification.

3.6 Discriminant Validity

Following the establishment of convergent validity, discriminant validity was assessed to ensure that each latent construct within the model captures a distinct and unique phenomenon. This was verified using the Fornell-Larcker criterion, which dictates that the square root of the average variance extracted (AVE) for each construct must exceed its correlation with any other construct. Additionally, the Heterotrait-Monotrait (HTMT) ratio was employed, serving as a highly sensitive and rigorous metric for detecting discriminant validity issues among latent constructs (Fornell & Larcker, 1981; Henseler et al., 2015).

Table 4. *Fornell-Larcker Criterion Matrix for Discriminant Validity*

Constructs	1	2	3	4	5	6	7
1. Content Quality	.852						
2. Content Credibility	.190	.795					
3. Content Needs	.261	.265	.806				
4. Attitude towards Content	.241	.139	.154	.918			
5. Content Usefulness	.336	.239	.281	.360	.859		
6. Content Adoption	.305	.231	.354	.344	.520	.812	
7. Behavioral Intention	.266	.222	.351	.213	.434	.684	.884

Note: The bold diagonal values represent the square root of the AVE ($\sqrt{AVE}$). As depicted in Table 4, all diagonal values are strictly greater than the inter-construct correlations, thereby confirming discriminant validity according to the Fornell-Larcker criterion.

Table 5. HTMT Matrix for Discriminant Validity

Constructs	1	2	3	4	5	6	7
1. Content Quality							
2. Content Credibility	.363						
3. Content Needs	.487	.624					
4. Attitude towards Content	.333	.235	.259				
5. Content Usefulness	.462	.406	.458	.439			
6. Content Adoption	.418	.393	.585	.419	.634		
7. Behavioral Intention	.396	.406	.599	.278	.568	.889	-

Note: All HTMT values are below the .90 threshold recommended by Henseler et al. (2015). The HTMT ratio between content adoption and behavioral intention (.889) approaches this ceiling and should be interpreted with caution, although it remains below .90.

The results indicate that HTMT values ranged from .235 to .889, all below the .90 threshold. Discriminant validity is therefore supported, with the closest pair being content adoption and behavioral intention. Based on the outcomes of composite reliability, AVE, the Fornell-Larcker criterion, and HTMT ratios, the measurement model strictly fulfills all requisite validity and reliability criteria, justifying the progression to structural model evaluation and hypothesis testing.

3.6 Statistical Data Analysis

To address the research questions and test the proposed hypotheses, the Statistical Package for the Social Sciences (SPSS) was utilized for preliminary descriptive analyses, including frequencies, percentages, and respondent demographic profiling. Subsequently, the conceptual model and causal hypotheses were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software. This advanced variance-based approach is highly appropriate for complex predictive models encompassing direct paths, indirect paths, and sequential mediating variables, specifically "Content Usefulness" and "Content Adoption" (Hair et al., 2019; Hair et al., 2022).

Employing PLS-SEM facilitated a holistic and simultaneous evaluation of the conceptual model, rather than testing individual hypotheses in isolation as in simple linear regression. This method generated path coefficients, t-values, significance levels, and confidence intervals for every structural path. Furthermore, it enabled the precise estimation of indirect effects through robust mediation analysis. This procedure aligns perfectly with the model's architecture, which features sequential mediators that cannot be accurately evaluated through fragmented, traditional regressions (Hair et al., 2019; Hair et al., 2022; Nitzl et al., 2016).

4. Structural Model Assessment

Following the successful validation of the measurement model, the structural model was evaluated to test the research hypotheses. PLS-SEM was retained for this stage because it is a non-parametric, variance-based estimator that does not require multivariate normality as a precondition for inference (Hair et al., 2022). A bootstrapping procedure utilizing 5,000 resamples was therefore applied to generate path coefficients, standard errors, t-values, significance levels, and confidence intervals for all direct paths. This procedure enables simultaneous full-model evaluation without reliance on normal-theory significance tests.

4.1 Direct Effects

Table 6 presents the direct effects testing results. The findings reveal a significant positive impact of content quality on content usefulness ($\beta = .208$, $t = 3.435$, $p < .001$), fully supporting H1. Similarly, content credibility exhibited a significant positive effect on content usefulness ($\beta = .122$, $t = 1.972$, $p = .049$), supporting H2. Content needs also demonstrated a significant positive impact on content usefulness ($\beta = .153$, $t = 2.443$, $p = .015$), supporting H3. Furthermore, attitude towards content significantly and positively influenced content usefulness ($\beta = .269$, $t = 3.420$, $p < .001$), providing strong support for H4.

Regarding the adoption and behavioral intention pathways, the results highlighted a robust and highly significant positive effect of content usefulness on content adoption ($\beta = .520$, $t = 9.262$, $p < .001$), supporting H5. Conversely, the direct impact of attitude towards content on behavioral intention was statistically insignificant ($\beta = -.025$, $t = -.619$, $p = .536$); therefore, H6 is not supported in its direct form. However, content adoption exerted a powerful, significant positive impact on behavioral intention ($\beta = .693$, $t = 12.967$, $p < .001$), validating H7. This critically indicates that content adoption serves as the primary mechanism converting perceived usefulness into actionable, positive behavioral intentions.

Table 6. *Direct Effects Testing Results*

Hyp.	Direct Path	β	STDEV	t-value	p-value	LLCI	ULCI	Decision
H1	Content Quality → Usefulness	.208	.061	3.435	< .001	.086	.325	Supported
H2	Content Credibility → Usefulness	.122	.062	1.972	.049	.003	.242	Supported
H3	Content Needs → Usefulness	.153	.063	2.443	.015	.032	.280	Supported
H4	Attitude towards Content → Usefulness	.269	.079	3.420	< .001	.117	.424	Supported
H5	Usefulness → Content Adoption	.520	.056	9.262	< .001	.407	.631	Supported
H6	Attitude towards Content → Behavioral Intention	-.025	.041	-.619	.536	-.108	.054	Not Supported
H7	Content Adoption → Behavioral Intention	.693	.053	12.967	< .001	.587	.794	Supported

The coefficient of determination (R^2) values for content usefulness, content adoption, and behavioral intention were .239, .270, and .469, respectively. These values indicate acceptable explanatory power within behavioral and marketing contexts (Hair et al., 2022). Effect size (f^2) analyses revealed that the impact of content usefulness on content adoption was moderate to relatively large ($f^2 = .371$), and the impact of content adoption on behavioral intention was remarkably large ($f^2 = .798$). The direct effect of attitude towards content on behavioral intention was negligible and insignificant ($f^2 = .001$). The structural model thus supports the majority of the direct hypotheses, strictly excluding H6.

Attitude towards content failed to exhibit a significant direct impact on behavioral intention once content adoption was introduced into the model. This finding suggests that attitude does not transfer directly to behavioral intention but rather operates exclusively through indirect pathways via perceived usefulness and content adoption.

4.2 Mediation Analysis (Indirect Effects)

Given the sequential nature of the Information Acceptance Model, indirect effects were tested to elucidate the exact mechanisms transferring content evaluation through adoption to behavioral intentions. Indirect effect coefficients were estimated using a 5,000-resample bootstrapping procedure, utilizing 95% confidence intervals to determine significance. An indirect effect is considered statistically significant if the confidence interval does not straddle zero (Nitzl et al., 2016).

Content usefulness significantly and positively mediated the relationship between content quality and content adoption ($\beta = .108$, $t = 3.273$, $p = .001$), with the confidence interval excluding zero. This implies that content quality drives adoption not just theoretically, but functionally through the consumer's perception of usefulness. Content usefulness also mediated the relationships between content needs and content adoption ($\beta = .080$, $t = 2.228$, $p = .026$), and between attitude towards content and content adoption ($\beta = .140$, $t = 3.208$, $p = .001$). The indirect effect of content credibility on content adoption via usefulness was statistically significant according to the bootstrap confidence interval, which did not include zero ($\beta = .063$, $t = 1.888$, $p = .059$, 95% CI [.001, .131]). Although the p-value lies at the conventional .05 threshold, the interval-based decision rule adopted in this study (Nitzl et al., 2016) supports retaining this indirect effect as significant.

In the subsequent structural pathway, content adoption significantly and positively mediated the relationship between content usefulness and behavioral intention ($\beta = .360$, $t = 7.210$, $p < .001$). This unequivocally confirms that perceived usefulness does not automatically generate behavioral intentions; it must first traverse the consumer's cognitive and behavioral adoption of the marketing content.

Table 7. *Mediation Analysis and Indirect Effects Results*

Indirect Path	β	STDEV	t-value	p-value	LLCI	ULCI	Decision
Content Quality →	.108	.033	3.273	.001	.044	.173	Significant

Usefulness → Adoption							
Content Credibility → Usefulness → Adoption	.063	.033	1.888	.059	.001	.131	Significant
Content Needs → Usefulness → Adoption	.080	.036	2.228	.026	.015	.156	Significant
Attitude towards Content → Usefulness → Adoption	.140	.044	3.208	.001	.058	.225	Significant
Content Usefulness → Adoption → Behavioral Intention	.360	.050	7.210	< .001	.262	.459	Significant

Based on the indirect effects, the model delineates a highly sequential cognitive and behavioral chain: initiating with content characteristic evaluation, advancing to perceived usefulness, progressing to adoption, and ultimately culminating in behavioral intentions. These findings strongly underscore the critical role of usefulness and adoption as the mediating mechanisms that successfully translate content marketing evaluation into tangible behavioral responses.

5. Discussion of Results

5.1 Determinants of Perceived Usefulness (Content Quality, Credibility, Needs, and Attitude)

The results revealed a significant positive impact of both marketing content quality and credibility on perceived usefulness (supporting H1 and H2). This aligns with the fundamental assumptions of the Information Adoption Model (IAM) (Sussman & Siegal, 2003) and the extended Information Acceptance Model (IACM) (Erkan & Evans, 2016). Psychologically, within the Yemeni context, which is characterized by economic volatility and weak institutional oversight of e-commerce, consumers exhibit elevated levels of perceived risk. Consequently, the highly cautious Yemeni consumer only perceives marketing content as useful when it demonstrates high quality (accuracy and recency) and exceptional

credibility. This mitigates uncertainty and provides psychological safety preceding the purchase decision.

Furthermore, the results supported H3 and H4, demonstrating that consumers' information needs and positive attitudes significantly enhance perceived usefulness. Given limited income and declining purchasing power, the Yemeni consumer exercises rational, goal-directed buying behavior. They actively seek content that fulfills a genuine need to understand product details and compare prices. When a positive attitude toward a company's Facebook page is formed, it acts as a cognitive filter, magnifying the value of incoming information and rendering it more relevant and useful to their needs (Doneddu, 2018).

5.2 The Relationship Between Usefulness, Adoption, and Behavioral Intentions

The study confirmed that perceived usefulness drives marketing content adoption, supporting H5, and identified content adoption as the most impactful predictor of behavioral intentions, supporting H7. Conversely, attitude toward content exhibited no significant direct effect on behavioral intention upon introducing content adoption into the model; thus, H6 was not supported in its direct form. This finding is interpretatively crucial. It suggests that a positive attitude does not inherently or directly translate into a behavioral intention. Instead, its effect operates through a sequential cognitive chain: perceiving content usefulness, adopting the content, and ultimately forming behavioral intentions.

This rationale perfectly aligns with the IACM, which posits that the behavioral impact of information stems not solely from exposure or positive affect, but crystallizes when consumers deem the information useful, reliable, and adoptable (Erkan & Evans, 2016). This underscores the critical necessity of analyzing indirect effects in mediated models; a direct effect may dissipate when a mediator is introduced, while its influence persists through indirect pathways (Nitzl et al., 2016). Therefore, attitude functions as an antecedent augmenting perceived usefulness, rather than a sufficient standalone driver of behavioral intention.

For the Yemeni consumer operating within a collectivist society, behavioral intentions following content adoption transcend mere purchase intent. They extend to engaging in electronic word-of-mouth (eWOM) and sharing content within social circles as a form of cognitive solidarity to mitigate purchasing risks for others (Bu et al., 2020). Thus, this research validates the applicability of the IACM in explaining consumer behavior in crisis environments. It demonstrates that information adoption is the pivotal nexus linking perceived usefulness to behavioral intentions. In such environments, content adoption is not a transient

marketing response, but a deliberate cognitive and psychological strategy to maximize perceived utility and minimize financial and moral risks.

6. Conclusion

The study utilized the Information Acceptance Model (IACM) as a theoretical framework, which significantly guided variable identification, hypothesis formulation, and testing via a questionnaire administered to a purposive sample ($n = 256$). The study concluded with the following results:

1. PLS-SEM results revealed a significant positive impact of marketing content quality on perceived usefulness, supporting H1.
2. Content credibility exerted a significant positive impact on perceived usefulness, supporting H2, though its effect size was relatively limited compared to other determinants.
3. Consumer information needs demonstrated a significant positive impact on perceived usefulness, supporting H3.
4. Attitude toward content exhibited a significant positive impact on perceived usefulness, supporting H4.
5. Perceived usefulness showed a robust, significant positive impact on marketing content adoption, supporting H5.
6. Attitude toward content had no significant direct impact on behavioral intention after integrating the content adoption variable into the structural model; thus, H6 was not supported in its direct form.
7. Content adoption demonstrated a robust, significant positive impact on behavioral intention, supporting H7.
8. Mediation analysis confirmed that perceived usefulness significantly mediates the relationships between content quality, content credibility, content needs, and attitude toward content, and subsequent content adoption. The credibility–usefulness–adoption path met the bootstrap confidence-interval criterion for significance, although its p -value was at the conventional .05 boundary.
9. The structural model demonstrated that content adoption significantly mediates the relationship between perceived usefulness and behavioral intention. This indicates that usefulness does not directly translate into intentions unless the consumer cognitively and behaviorally adopts the content.
10. Overall, the findings largely support the IACM, confirming that the behavioral impact of content marketing operates through a sequential cognitive chain: content evaluation, perceived usefulness, content adoption, and finally, behavioral intention formation. The only direct path that was not

supported is the link from attitude toward content to behavioral intention (H6), whose effect is transmitted indirectly through usefulness and adoption.

6.1 Theoretical Implications

This research offers substantial theoretical contributions to marketing literature and digital consumer behavior theories. First, it extends the boundary conditions of the IACM (Erkan & Evans, 2016) by empirically testing it in a volatile environment characterized by high uncertainty and perceived risk (the Yemeni context). This supports the model's applicability beyond the stable, developed economies in which it originated, while showing that the attitude-intention link requires the intervening mechanisms of usefulness and adoption. Second, the study deepens the theoretical understanding of the sequential relationship between perceived usefulness, adoption, and behavioral intentions. It establishes that information adoption is not a fleeting cognitive step, but a critical psychological mechanism utilized by consumers to mitigate risk prior to purchasing or brand engagement. Finally, the study highlights the significance of "attitude" and "needs" as antecedents shaping consumer cognition in collectivist societies, thereby enriching the electronic word-of-mouth (eWOM) literature.

6.2 Managerial Implications

The findings provide precise, strategic insights for marketing managers and content creators, particularly those navigating emerging markets or economic crises:

Investing in Content Quality and Credibility: Quality and credibility both increase perceived usefulness, although the effect of credibility is smaller than that of quality, needs, and attitude. Marketing managers should therefore avoid exaggerated promotional content. Strategies should prioritize disseminating accurate, evidence-based information (e.g., authentic customer testimonials and video reviews). This cultivates trust and substantially reduces consumers' perceived risks.

Designing Needs-Driven Content: Results indicated that the "need for content" is a primary driver of adoption. Consequently, companies must pivot from arbitrary posting strategies toward designing content that resolves genuine consumer problems. Addressing common queries regarding products, pricing, and available alternatives ensures consumers instantly perceive the content's utility.

Community Building and Engagement: Since content adoption powerfully drives positive behavioral intentions, corporate Facebook pages must be equipped with compelling Calls-to-Action (CTAs). Encouraging current consumers to share positive experiences transforms them into brand ambassadors, leveraging the power of eWOM to attract prospective customers.

6.3 Limitations and Future Research

Despite its contributions, this study acknowledges certain limitations that present promising avenues for future research. First, the reliance on a cross-sectional design restricts the ability to assert absolute causality over time. Future researchers are encouraged to employ longitudinal studies to track temporal shifts in content adoption behavior. Second, the sample was strictly confined to Facebook users in Yemen via purposive sampling, potentially limiting the generalizability of the findings across disparate platforms. Consequently, future research could test the model on visually or interactively distinct platforms (e.g., Instagram or TikTok) utilizing broader probability samples. Finally, this study focused on IACM determinants. Subsequent studies should expand the conceptual model by integrating moderating variables, such as age, technical expertise, or platform trust, to explore their conditional effects on the relationship between content evaluation and behavioral intentions.

6.4 Ethical Considerations

This study was conducted in strict accordance with the ethical principles of the Declaration of Helsinki. The research design, survey instrument, and data collection protocols were formally reviewed and approved by the Research Ethics Committee of Sana'a University (Ethics Approval Protocol Number: SU-2025-ETH-11). Electronic informed consent was explicitly obtained from all respondents prior to their participation. As detailed in the survey introduction, participants were assured of absolute anonymity and data confidentiality. All collected data were securely processed and analyzed strictly in aggregate to ensure the privacy of the participants.

Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this manuscript.

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Use of Artificial Intelligence

The authors declare that artificial intelligence (AI) tools were used solely as a language assistance tool to improve the clarity, grammar, and readability of the manuscript. These tools were not used for generating, analyzing, or interpreting the research data, nor for drawing any scientific conclusions. All research design, data collection, statistical analysis, interpretation of results, and manuscript writing were conducted entirely by the authors. The authors take full responsibility for the content and integrity of the manuscript.

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