



The Effect of Content Marketing in Social Media on Brand Loyalty and Purchase Intention

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Abstract

Content marketing emerges as a powerful marketing tactic for the digital, rapidly changing information world. With the development of internet technologies and the emergence of social media, content has become an important part of the marketing strategy. Known as one of the most effective ways to build brand awareness, increase sales, and connect with customers, content marketing is a growth technique for the most businesses today. This marketing method, whose importance is increasing day by day, is an important strategic tool for companies to build long-term relationships with their customers, build loyalty and earn their trust. This study aims to reveal the effect of content marketing activities in social media on brand loyalty and purchase intention. An online survey method was used to collect data. A total of 465 analysis useful questionnaires were obtained. The data were analyzed using SPSS and Smart-PLS 3.0 programs. As a result of the analysis, it has been revealed that content marketing activities in social media have a positive effect on brand loyalty and purchase intention. Other results were also included in the analysis and findings section.

Keywords: Social media, Content marketing, Brand loyalty, Purchase intent

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