



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

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. 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 (Kircova & Enginkaya, 2015, p. 3).

Social media has become very important in human life, and its impact continues to increase daily. This trend leads to the need for more traditional marketing. The development of technology changes not only people's lifestyles but also their purchasing and consumption behaviors. It has become increasingly difficult for businesses to stand out among their competitors. Businesses have realized that they need to be on digital platforms to reach their target audiences and how important it is to be present on social media and to carry out their marketing activities online. That is why they have started to invest a large part of their promotional expenditures in this area.

As the importance of social media increased, most businesses started to take part in social networks and use social media channels to promote their products and communicate with their customers. Nevertheless, a social media presence is sometimes not enough to promote products and interact with customers. The important thing here is that businesses create valuable and meaningful content on social media and distribute this content to the target audience so that they can relate to their customers. Today's consumers are exposed to so much information in the digital environment that it can sometimes be challenging to attract their attention. Consumers are now attracted to brands that provide valuable information, tell compelling stories, and create value. For this reason, while creating content, consistent and continuous

content should be created and presented to the target audience, taking into account the interests of the target audience and the customers' suggestions. Well-planned content is not only a great way to build trusting relationships with target audiences, but also helps businesses build brand awareness.

With the advancement of the digital age, content has become an essential part of marketing strategy. Content marketing is one of the most effective ways to attract target audience attention, build trust, increase sales and improve customer relationships. It is a critical growth technique for most businesses. Content marketing is a strategic marketing technique that involves creating and distributing relevant, valuable content through digital channels to attract and win the attention of a clearly defined target audience. Content marketing is one of the most reliable methods to grow the customer base and increase the value of the brand and product. Content marketing strategy is of great importance for a business as it influences the purchasing behavior of consumers. As a result of technological evolution, the development of social media, and its spread to all areas of our lives, purchasing and consumption behaviors have also changed.

Consumers used to listen carefully to content published in traditional media because they had no other choice. After the emergence of social media, everything changed. Consumers today have easy access to engaging user-generated content that they find more credible and exciting than traditional media. Content that is unique, reliable, relevant to the target audience, and attracts consumers' attention influences consumers' purchasing behaviour. Content marketing is one of the most crucial strategies to grow the customer base and build a brand bond by turning consumers into brand loyalists and impressing them with valuable and relevant information.

It is widely known that content marketing helps businesses build relationships with their consumers. Content marketing is a great way to promote products and also an excellent way to connect with consumers. This marketing method allows businesses to communicate with their target audiences and identify their problems. Businesses can always easily produce content that addresses these issues, and they use content marketing to influence their target audience and create an experience for them. In a highly competitive marketplace, content producers should prioritize quality over quantity in creating and distributing content. Continually sharing new and relevant content with customers is one of the ideal ways to engage them and keep them engaged with the business. Content marketing plays a crucial role in helping businesses build and effectively connect a loyal customer base. Designing and implementing effective

content marketing strategies will help encourage customer engagement, thus leading to customer retention and loyalty.

This research aims to reveal the effect of content marketing activities in social media on brand loyalty and purchase intention. The research emphasizes the concepts of social media and content marketing, brand loyalty and purchase intention. Then, the survey results on the effect of content marketing in social media on brand loyalty and purchase intention are mentioned.

2. Literature Review

2.1. Social Media Concept

The rapid progress of technological developments and the expansion of both the speed of use and the range of internet use show their effects on social areas, business life, and the economy. With the progress in technology and the internet, many old habits and ways of working have changed in social areas and business life. As a result of these changes, many new concepts have entered our lives, and one of them is social media. Social media is expressed as a platform that allows individuals to express their ideas and opinions on the internet without the limitation of time and place. This possibility allows unlimited use of the multimedia features offered by the internet whilst individuals exchange information and ideas with others in various areas and subjects (Bulunmaz, 2011, p. 30).

Social media is a collection of sites built on Web 2.0 technologies that allow deeper social interaction, the formation of communities and the realization of joint projects (Akar, 2012, p. 21). Kaplan & Haenlein (2010, p. 61) define social media as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and provide the development and feedback of user-generated content". Social Media and Web 2.0 concepts are often used interchangeably. While the concept of Web 2.0 mainly refers to online applications, the concept of social media refers to the social aspects of Web 2.0 applications (Constantinides & Fountain, 2008, p. 232). Social media is a method of social interaction. With web-based technology, necessary information and details reach customers quickly through social media (Sajid, 2016).

Social media is a medium that is readily accepted by almost all societies in developing and developed countries. Access to the social network is a straightforward process. Users can easily follow trends and

social networks over the internet using a wide variety of technological devices. The effects of social networks on users are also very diverse. Social media has a direct impact on the political, cultural and educational world of users (Gülçay, 2016, p. 3). Social media plays a vital role in shaping consumer behavior. It also enables brands to change their marketing communication strategies by allocating fewer resources to traditional marketing activities and more to social media (Gedik, 2020, p. 255).

Social media was initially conceived as just a global virtual communication network. Today, social media has expanded to encompass everything addressed to modern marketing.

2.2. Content and Content Marketing

It is a known fact that consumers have been constantly faced with content over both traditional and digital media for years. Advertisements that come across frequently everywhere are at the point of harassing people. Therefore, consumers are about to close their doors to the traditional marketing world. Due to advertisement pollution, many of us ignore television, newspaper and magazine advertisements, leading to a new type of behavior, namely "ad blindness". In this case, marketing professionals should change their direction. The name of this orientation is content marketing (Penpeçe, 2013, p. 43).

Before introducing the concept of content marketing, it is necessary to define the concept of content. According to Karkar, "content consists of two dimensions". The first is content created by businesses, and the other is content created by consumers. The content prepared by the businesses plays an active role in the purchasing phase of the product and the brand. The consumer's content depends on the consumer's satisfaction and ensures that the potential customers are reached by advertising the product and brand through social media platforms, blogs, websites and other channels (Karkar, 2016, p. 335).

The definition of content is the articles, images, online tools, e-books, photos, and videos created and transmitted to the consumer through websites, product pages, and blogs. In addition, social media pages, messages, and group pages created on social media sites are also content formats (Handley & Chapman, 2012, p. 36). According to Gedik (2020, p. 78), content is a collection of thoughts, thematic information and messages shared in written, visual or audio form, designed for consumption and further distribution over the internet. Companies should tell good stories to reach their consumers, grab their attention and turn them into listeners. However, sometimes telling a good story is not enough. It is important to keep in mind

that these stories are what the target audience wants to hear, perhaps even needs. With compelling content, it will be easier and faster to reach not only the target audience, but also potential customers. The combination of the internet and content provides a more cost-effective reach to potential customers (Penpece, 2013, p. 44).

There are countless definitions of content marketing, but Joe Pulizzi's definition of content marketing, who founded the "Content Marketing Institute", is still very popular until now. Joe Pulizzi defines content marketing as "a strategic marketing process that involves creating and distributing valuable content to attract, engage, and win the attention of a clearly defined and understood target audience" (Pulizzi, 2012). Content marketing is an approach that aims to generate content-related conversations, including creating, distributing, and promoting compelling, relevant, and helpful content for a clearly defined and understood target audience (Kotler, Kartajaya, Setiawan 2017, p. 167).

Although the definitions of content marketing differ from each other, the rules, strategies and principles are very similar. Customers are primarily concerned more with their own needs than brand products. For this reason, content marketing focuses on the interests, needs and preferences of the target audience to increase customers' appreciation for the brand or business and create customer loyalty and brand trust (Kedra, 2021, p. 9).

2.3. Brand Loyalty

Brands are entities that enable consumers to accept and recognize goods and services. Marketers aim to create the maximum possible loyalty between consumers and a brand (Akdeniz Ar, 2020,p. 77). In the marketing literature, the concept of loyalty means preference, repeat purchase, retention and loyalty and is used interchangeably (Bennett & Thiele, 2002). From a theoretical point of view, the concept of brand loyalty came to the fore with Cunningham's article published in the Harvard Business Review in the 1950s. In Cunningham's research, Cunningham first determined the existence of engaged customers and concluded that repeat purchasing behaviors have a financial impact (Atıgan, 2017, p. 89).

According to Schiffman and Kanuk (2004), brand loyalty is "the choice and/or continuous purchase of the same brand in a particular product category". Brand loyalty is defined as the consumer's repurchase of a previously purchased product or brand as an expression of satisfaction. The loyalty of the consumer to the

brand means that he always prefers that brand and does not change the brand (Akdeniz Ar, 2020, p. 78). We can define brand loyalty as a consumer behavior model in which consumers remain loyal to a particular brand and product and repurchase over time.

Brand loyalty provides companies with significant strategic advantages, such as gaining high market share, new customers, reducing marketing costs and strengthening the brand against competitive threats (Alhaddad, 2014, p. 28). Positive word-of-mouth communication through loyalty reduces a firm's marketing costs (Thiele & Mackay, 2001, p. 529). The consumer who buys a brand does not speak negatively about that brand unless he encounters a situation that causes dissatisfaction. When consumers are satisfied with a brand and have a positive emotional experience with it, they bond with this brand. Loyal customers who are satisfied with the brand will tell their families and friends about their positive experiences and recommend the brand to other people around them (Bıçakcıoğlu, İpek, Bayraktaroğlu, 2018). In this case, brand loyalty offers advantages such as reducing marketing costs, increasing brand awareness and recognition in the market, without any additional cost, through positive word-of-mouth communication.

Brand loyalty creates values such as retaining existing customers, acquiring new customers, creating brand awareness, reducing marketing costs and providing commercial benefits (Aaker, 2009, p. 66-68).

As mentioned above, creating brand loyalty is extremely important for businesses and has a strategic quality. When businesses create brand loyalty, they create an emotional bond at the same time. Sometimes, even the quality of the product may be insignificant in brand loyalty. It is just as important to maintain brand loyalty as it is to build it. Businesses use different ways and strategies to protect and maintain the created brand loyalty (Atıgan, 2017, p. 94). Brand loyalty in marketing is one of the most critical elements in ensuring business success. Creating and maintaining brand loyalty may require intense effort, but businesses can achieve their sales, marketing and brand management goals by applying the right strategy.

2.4. Purchase Intention

Intention means deliberately planning to do something and can be defined as a primary indicator of the will to perform any behavior (Mutlu, Çeviker & Çirkin, 2011, p.55).

Considering the concept of intention from the perspective of the consumer and the customer, it is the situation between the evaluation of purchasing alternatives and the process in which the purchasing

behavior will occur. Purchase intention refers to consumer behavior when purchasing a product and brand. In other words, it is a person's behavior when buying a product or brand. Purchase intention is one of the most significant stages in the purchasing process because the consumer is expected to give a specific reaction to the stimuli in this process (Gülsever, 2021: 46). The relationship between consumers' beliefs, attitudes and behaviors about products and brands is explained by consumer behavior models. The number and strength of the consumer's beliefs about a product determine the general attitude of the consumer towards that product. Attitudes affect the formation of behavior. Attitudes lead first to behavioral intention, then to the act of buying. From the perspective of consumer behavior, the concept of behavioral intention indicates the consumer's propensity to purchase products and brands. Purchase intention can be expressed as a behavioral disposition to purchase a particular product or brand (Ünal, 2020, p. 102).

According to Spears and Singh (2004), purchase intention is the conscious purchase behavior of the consumer. According to Wu, Yeh, and Hsiao (2011), purchase intention represents the desire of consumers to purchase a particular product or the probability of planning to buy it. Purchase intention shows itself in the following situations (Onurlubaş & Altunışık, 2021, p. 551):

- Determination of the product and brand,
- Determination of product category and class,
- Identifying a general need,
- Identifying a need

Mirabi, Akbariyeh, and Tahmasebifard (2015) consider purchase intention as a complex process related to consumers' behaviors, perceptions and attitudes, and see purchase intention as an effective tool in predicting the sales of products.

Armstrong and Kotler (2011) argue that purchase intention occurs before the consumer makes the final purchasing decision. Intention to purchase is a multi-step process; the consumer first gathers information about the brand they want and then evaluates the features by using the product. If the product meets the buyer's wishes, the consumer begins to think about the purchase decision (Tariq & others, 2013, p. 341).

3. Method

When the latest trends in marketing are examined, the subject of content marketing comes to the fore. Content marketing is at the heart of the most successful digital marketing campaigns. Content marketing is a marketing method that has become increasingly popular in recent years due to technological and internet developments. Businesses communicate with their audiences by providing relevant and valuable content, informing them about their products and explaining what they stand for as a business. Due to the increase in the use of social media, businesses have started to publish their content on social media. Social media is an excellent medium for creating and presenting content to consumers and communicating with users from all walks of life. Content marketing and social media complement each other because good content has no value if not promoted on social media. A properly planned content marketing strategy provides benefits such as increasing sales, brand awareness, brand bonding, and effective communication with target audiences. It is also possible to influence the purchasing behavior of consumers by providing relevant and valuable content to the target audience.

This research aims to reveal the effect of content marketing activities in social media on brand loyalty and purchase intention. Research was carried out between April-June 2022.

3.1. Research Model and Hypotheses

The purpose of the research is to reveal the effect of content marketing activities in social media on brand loyalty and purchase intention. In this direction, the following hypotheses have been developed and the following model has been created for this purpose (Figure 1). The model applied in this research was adapted and prepared from the thesis of Saka (2020) & Karkar (2018).

H1: Content marketing has a positive and significant effect on consumer purchase intention.

H1a: The informative feature of the content has a positive and significant effect on consumers' purchase intention.

H1b: The trust feature of the contents has a positive and significant effect on consumers' purchase intention.

H1c: The entertainment feature of the content has a positive and significant effect on consumers' purchase intention.

H1d: The interaction feature of the content has a positive and significant effect on consumers' purchase intention.

H2: Content marketing has a positive and significant effect on brand loyalty.

H2a: The informativeness of the content has a positive and significant effect on cognitive brand loyalty.

H2b: The informative feature of the content has a positive and significant effect on behavioural brand loyalty.

H2c: The informative feature of the content has a positive and significant effect on emotional brand loyalty.

H2d: The trust feature of the content has a positive and significant effect on cognitive brand loyalty.

H2e: The trust feature of the content has a positive and significant effect on behavioural brand loyalty.

H2f: The trust feature of the content has a positive and significant effect on emotional brand loyalty.

H2g: The entertainment feature of the content has a positive and significant effect on cognitive brand loyalty.

H2h: The entertainment feature of the content has a positive and significant effect on behavioural brand loyalty.

H2i: The entertainment feature of the content has a positive and significant effect on emotional brand loyalty.

H2j: The interaction feature of the content has a positive and significant effect on cognitive brand loyalty.

H2k: The interaction feature of the content has a positive and significant effect on behavioural brand loyalty.

H2l: The interaction feature of the content has a positive and significant effect on emotional brand loyalty.

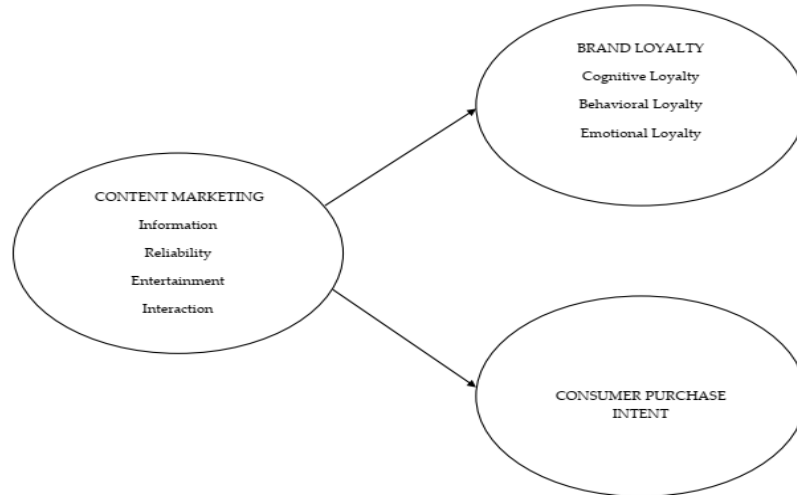


Figure 1. Theoretical model of the research

Research Universe and Sampling Process: The universe of the research is social media users over the age of 18 living in Turkey. The sample size of the research was determined by the convenience sampling method, which is one of the non-probability sampling techniques due to time and cost constraints. The reason for choosing this method is that the questionnaire is conducted online, and people who see the questionnaire can fill out the questionnaire.

In the research, a questionnaire was applied to 465 individuals. The following formula was used to determine the sample size (Köse, 2016):

$$n = \frac{t^2 \cdot p \cdot q}{d^2}$$

n: Number of individuals to be sampled

t: At a certain significance level, the theoretical value found according to the t table (theoretical t value with ∞ degrees of freedom at $\alpha=0.05$ was found from the table. Accordingly, $t=1.65$)

p: Frequency of occurrence (i.e. probability of occurrence) of the investigated event (p= 0.5 taken)

q: Frequency of non-occurrence of the investigated event (i.e. probability of not occurring) (q= 0.5 taken)

d: \pm sampling error accepted according to the incidence of the event (sampling error was taken as $\pm 4.6\%$)

$$n = \frac{(1.96)^2 \cdot (0.25) \cdot (0.25)}{(0.046)^2} \cong 465$$

The questionnaire was applied to 465 individuals.

3.2. Data Collection Method and Tool of the Research

Since the research includes content marketing activities in social media, the universe of the research has been determined as social media users. Quantitative research methods were used to represent this universe best and to describe specific characteristics of a large-scale sample at a general level. A total of 465 useful analysis questionnaires were obtained through an online survey. The questionnaire consists of two parts: In the first part, the demographic information of the participants, including gender, age, marital status, average monthly family income, occupation and education level, social media usage purposes, time spent on social media and social media applications used by the participants, are included. In the second part, there are scales related to content marketing, brand loyalty and consumer purchase intention.

The content marketing scale consisting of 14 questions and the purchase intention scale consisting of 4 questions were used from Saka (2020) 's thesis that examines the effect of content marketing activities in social media on brand awareness and purchase intention. During the preparation of the brand loyalty scale, the 24-item brand loyalty scale used by Karkar (2018), in Karkar's thesis explaining the relationship between content marketing and brand loyalty in social media applications was used. There are a total of 42 questions used to measure content marketing, brand loyalty and purchase intentions. In all scales, a weighted Likert-type scale (1-Strongly Disagree, 2-Disagree, 3-Neither Agree nor Disagree, 4-Agree, 5-Strongly Agree) was used.

3.3. Scope and Limitations

The universe of the research was determined as all social media users in Turkey. According to the We are Social 2022 Digital Report, the number of social media users in Turkey has reached 68.90 million. For this reason, since it is impossible to reach the entire research population, it was planned to choose the convenience sampling method which is one of the crucial limitations of the research. Since it is easily sampled, it is not possible to generalize here. Time is also limiting factor for this research.

4. Findings

Statistical methods were used in the analysis of the answers given by the individuals participating in the questionnaire, and by using SPSS and Smart-PLS 3.0 program together;

- Frequency analysis and percentage analysis were performed in order to determine the distribution of the answers given to the questionnaire.
- In order to test the hypotheses of the research, "Path Analysis" was conducted using the Smart PLS program.

The p-value of the relevant test statistic was used to make decisions regarding the hypothesis tests. With the significance level α , the decision regarding the hypothesis can be made as follows;

- If $p\text{-value} > \alpha$, the null hypothesis of H_0 cannot be rejected.
- If $p\text{-value} < \alpha$, then the null hypothesis is rejected if H_0 .

In this research, the level of significance was taken as $\alpha=0.05$.

4.1. Frequency Analysis

In this part of the research, the frequencies of the answers to the questionnaire questions and their corresponding percentages are given. Of the 465 participants included in the research, 223 (48%) were female, and 242 (52%) were male. When the distribution of age ranges of the participants is examined; 227 individuals (48.8%) were between the ages of 18-25, 125 individuals (26.9%) were between the ages of 26-35, 70 individuals (15.1%) in the age range of 36-45, 31 individuals (6.7%) were between the ages of 46-55, 12 individuals (2.6%) were in the age range of 56 and above, was observed. When the marital status of the respondents is examined, it is seen that the single participants are more than the married ones. Of the participants, 305 (65.6%) were single, and 160 (34.4%) were married. Considering the education level of the participants, 72 individuals (15.5%) were high school graduates, 11 individuals (2.4%) graduated with an associate degree, 310 individuals (66.7%) had a bachelor's, 68 individuals (14.6%) had a master's, and 4 individuals (0.9%) had a doctorate degree. When we look at the statistics in general, the education level of the participants is high. Considering the monthly average family income of the participants; 28 individuals (6%) 3000 TL or less, 18 individuals (3.9%) between 3001-4500 TL, 46 individuals (9.9%) between 4501-6000 TL, between 6001-7500 TL of 78 individuals (16.8%), between 7501 and 9000 TL of 179 individuals (38.5%),

116 individuals (24.9%) have an income of 9001 TL or more was observed. When the time spent by the participants on social media is examined, 24 of the participants (5.2%) spend less than 1 hour a day on social media, 126 (27.1%) spend 1-2 hours, 195 (41.9%) stated that they spent 3-4 hours and 120 (25.8%) spent 5 hours or more. From social media applications; 326 (11.7%) people using Instagram, 249 (8.9%) people using Twitter, 320 (11.5%) people using Youtube, 250 (9.0%) people using Facebook, 213 (7.6%) people using LinkedIn, 354 (12.7%) people using Whatsapp, 192 (6.9%) users of Telegram, 221 (7.9%) users of Tiktok, 182 (6.5%) people using Pinterest, 175 (6.3%) users of Reddit, 171 (6.1%) users of Twitch, and 139 (5%) users of Wechat. When the participants' purposes of using social media are examined; 370 individuals (21.5%) used to follow the social media agenda, 301 individuals (17.5%) used to follow their friends, 257 individuals (15%) used to share the content, 319 individuals (18.6%) used in order to access information, 245 individuals (14.3%) used to follow the brands, and 227 individuals (13.2%), utilized it to exchange ideas.

4.2. Reliability Analysis

As it is known, reliability is the estimated value for determining the correct, robust and robustness level of the general scores obtained for any measurement (Şencan, 2005, p. 231). The alpha value (α) obtained as a result of the test is accepted as an indicator of the homogeneity of the test, and the scale expressions are spaced as follows (Table 1) (İslamoğlu, 2014, p. 135):

Table 1. Reliability levels for Cronbach's Alpha coefficient

$0.00 \leq \alpha < 0.40$	Scale is not reliable
$0.40 \leq \alpha < 0.60$	Reliability of the scale is low.
$0.60 \leq \alpha < 0.80$	Scale, quite reliable.
$0.80 \leq \alpha < 1.00$	Scale, highly reliable.

There are three main dimensions and eight sub-dimensions in the questionnaire. Information on dimensions and Cronbach's alpha values are given in Table 2.

Table 2. Cronbach's Alpha values

	Scales	Number of expressions	Cronbach Alfa	
Content Marketing	Information	3	0.773	0.932
	Entertainment	4	0.864	
	Reliability	3	0.884	
	Interaction	4	0.891	

Loyalty	Cognitive	8	0.899	0.966
	Emotional	10	0.943	
	Behavioral	6	0.901	
Purchase	Purchase intention	4	0.856	

When Table 2 is examined, it is seen that Cronbach's alpha values are mostly above 0.8. It can be concluded that the questions given in the questionnaire are fairly reliable.

4.3. Testing Hypotheses

Path analysis was used to estimate two different models from the research. Path analysis, which works in multiple regression logic, are models in which indirect and direct relationships between two or more variables are tested. Its advantage over classical regression is that it allows testing more than one dependent variable simultaneously, measurement errors of observed variables can be included in the model, and a variable can be defined as both dependent and independent variables (Schumacker & Lomax, 2004). Path analysis in the research was carried out with the help of SmartPLS 3.0 program. One of the models is model numbered (1) with three main dimensions, while the other model is model numbered (2), which deals with interactions between sub-dimensions. Estimates of the path coefficients are given in each sub-title.

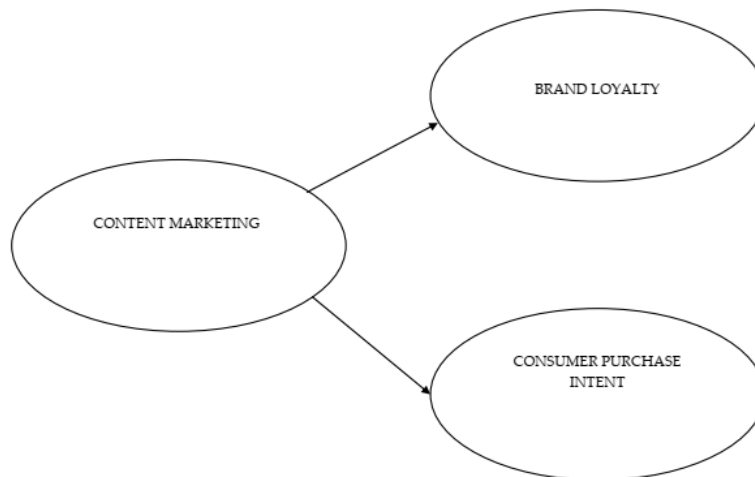


Figure 2. Research model 1

Table 3. Path analysis results (Path coefficients)

	Path coefficient (β)	Standard deviation	T statistic	P- value
contentmarketing_ -> brandloyalty	0.815	0.02	40.889	0.000
contentmarketing _ -> purchaseintention	0.31	0.075	4.126	0.000

Table 4. Path analysis results (Total effects)

	Path coefficient (β)	Standard deviation	T statistic	P- value
contentmarketing_ -> brandloyalty	0.815	0.02	40.889	0.000
contentmarketing _ -> purchaseintention	0.709	0.028	25.649	0.000

When Tables 3 and 4 are examined together, it is seen that all path coefficients are statistically significant. The p-values of all coefficient estimates were lower than $0.000 < \alpha = 0.05$ significance level.

Considering the values in the table above, it was determined that content marketing has a positive and significant effect on brand loyalty ($\beta = 0.815$, $p = 0.000$). This result supports the H2 hypothesis. Second, content marketing appears to have a positive and significant effect on purchase intention. The direct effect of content marketing not only makes purchase intention positive ($\beta = 0.31$), but the overall effect too ($\beta = 0.709$). This result also supports the H1 hypothesis.

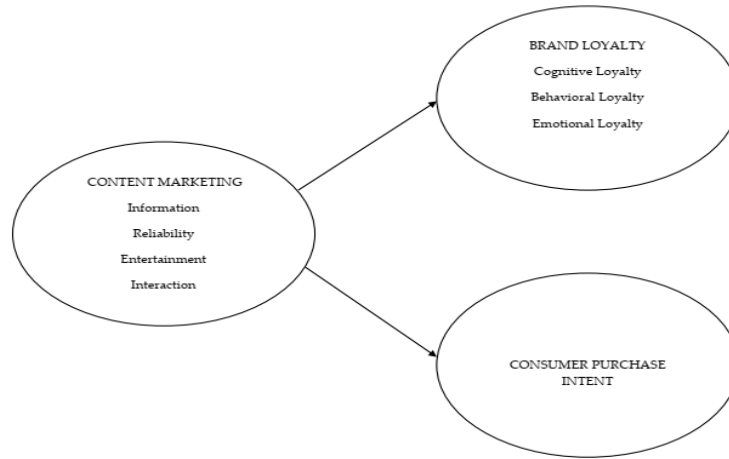


Figure 3. Research model 2

Unlike research model 1, model 2 was created to determine the effects of sub-dimensions on each other.

Table 5. Path coefficients between sub-dimensions

	Path coefficient (β)	Standard deviation	T statistic	P- value
information -> cognitive	0.311	0.06	5.196	0.000
information-> behavioural	0.15	0.051	2.922	0.004
information -> emotional	0.209	0.058	3.58	0.000
information -> purchase intention	-0.003	0.053	0.064	0.949
entertainment -> cognitive	0.262	0.059	4.464	0.000
entertainment -> behavioural	0.16	0.059	2.688	0.007
entertainment -> emotional	0.263	0.06	4.352	0.000
entertainment -> purchase intention	-0.003	0.071	0.045	0.964
interaction -> cognitive	0.166	0.043	3.874	0.000
interaction -> behavioural	0.529	0.045	11.744	0.000
interaction -> emotional	0.328	0.04	8.123	0.000
interaction -> purchase intention	0.163	0.069	2.355	0.019
reliability -> cognitive	0.216	0.048	4.508	0.000
reliability -> behavioural	0.105	0.045	2.322	0.021
reliability -> emotional	0.158	0.051	3.085	0.002
reliability -> purchase intention	0.189	0.045	4.194	0.000

Table 6. Total effects across sub-dimensions

	Path coefficient (β)	Standard deviation	T statistic	P- value
information -> cognitive	0.311	0.06	5.196	0.000
information -> behavioural	0.15	0.051	2.922	0.004
information -> emotional	0.209	0.058	3.58	0.000
information -> purchase intention	0.175	0.063	2.802	0.005
entertainment -> cognitive	0.262	0.059	4.464	0.000
entertainment -> behavioural	0.16	0.059	2.688	0.007
entertainment -> emotional	0.263	0.06	4.352	0.000
entertainment -> purchase intention	0.141	0.066	2.149	0.032
interaction -> cognitive	0.166	0.043	3.874	0.000
interaction -> behavioural	0.529	0.045	11.744	0.000
interaction -> emotional	0.328	0.04	8.123	0.000
interaction -> purchase intention	0.254	0.052	4.914	0.000
reliability -> cognitive	0.216	0.048	4.508	0.000
reliability -> behavioural	0.105	0.045	2.322	0.021
reliability -> emotional	0.158	0.051	3.085	0.002
reliability -> purchase intention	0.312	0.053	5.842	0.000

When Tables 5 and 6 are examined, direct and total effects between sub-dimensions are seen. When the total effects are examined, the following findings are reached;

Informational features of the contents affect cognitive ($\beta=0.311$, $p<0.05$), behavioral ($\beta=0.15$, $p<0.05$) and emotional commitment ($\beta=0.209$, $p<0.05$) statistically and positively. This finding enables the H2a, H2b and H2c hypotheses to be accepted.

It has been determined that the content's entertainment feature positively affects behavioral brand loyalty ($\beta=0.16$, $p<0.05$). It was determined that the content's entertainment feature positively affected emotional brand loyalty ($\beta=0.263$, $p<0.05$). It was observed that the entertainment feature of the content had a positive effect on cognitive brand loyalty ($\beta=0.262$, $p<0.05$). This result supports the H2g, H2h, H2i hypothesis.

It was concluded that the interaction feature of the contents had a positive effect on cognitive ($\beta=0.166$, $p<0.05$), behavioral ($\beta=0.529$, $p<0.05$) and emotional commitment ($\beta=0.328$, $p<0.05$). Based on these findings, the H2j, H2k and H2l hypotheses are accepted.

It was concluded that the trust feature of the contents had a positive effect on cognitive ($\beta=0.216$, $p<0.05$), behavioral ($\beta=0.105$, $p<0.05$) and emotional commitment ($\beta=0.158$, $p<0.05$). These findings support the H2d, H2e and H2f hypotheses.

On the other hand, information ($\beta=0.175$, $p<0.05$), entertainment ($\beta=0.141$, $p<0.05$), interaction ($\beta=0.254$, $p<0.05$), and trust feature ($\beta=0.312$, $p<0, 05$) has a significant and positive effect. The H1a, H1b, H1c and H1d hypotheses are accepted based on all these findings.

As a result of testing the hypotheses, it was concluded that all hypotheses were accepted.

5. Conclusion and Suggestion

In this research, the effect of content marketing activities carried out in digital environments such as social media on brand loyalty and purchase intention was investigated. The online questionnaire method was used to collect the data, and 465 people participated in the questionnaire. The obtained data were analyzed with SPSS 23.0 and Smart-PLS 3.0 programs, and the results were presented in the previous sections.

In order to test the hypotheses of the research, "Path Analysis" was performed using the Smart PLS program.

As a result of testing the hypotheses:

- Content marketing has a positive and significant effect on brand loyalty,
- Content marketing has a positive and significant effect on consumer purchase intention,
- The informative feature of the content has a positive and significant effect on cognitive, behavioural and emotional commitment,
- The entertainment feature of the content has a positive and significant effect on cognitive, behavioural and emotional commitment,
- The interaction feature of the content has a positive and significant effect on cognitive, behavioural and emotional commitment,
- It has been concluded that the trust feature of the content has a positive and significant effect on cognitive, behavioural and emotional commitment.
- In addition, the information, entertainment, interaction and trust features of the contents have a statistically significant and positive effect on the consumer purchase intention.

The results obtained from this research gave the same results as the studies (Ahmad & İlkay, 2019; Topal & Nart, 2016; Yoldaş & Özaydın, 2017; Zafar Khan, 2011; Barger et al., 2016; Ajina, 2019; Schivinski et al., 2016; Kujur & Singh, 2017; Saka, 2020) in the literature showing that content marketing and content marketing activities in social media are informative, reliable and entertaining, and that interaction factors have a positive and significant effect on purchase intention and brand loyalty, and support these previous studies.

Content marketing is a great way to inform existing and potential customers about a business's products, strengthen customer relationships, and build customer engagement. Content marketing is a customer-focused, strategic process that helps businesses retain, inform, educate, and persuade customers. Businesses should treat content marketing as a project, not a process like other marketing functions, and constantly update it. Content marketing should be seen as something other than a repeatable method. If it is considered a repeatable method, it will remain a dull, unreliable method in the minds of consumers. For this reason, businesses should resort to creative ideas when producing content.

At the same time, businesses should often use storytelling in content marketing. Storytelling messages engage consumers, and consumers form emotional bonds with stories. If businesses do good storytelling with this content while creating content, the follower first becomes a loyal follower, then starts to recognize the brand and increases their interest in the brand, and then waits for the content to be shared. Then it turns from a loyal follower to a loyal customer.

For the content to be successful; it must be informative, entertaining, reliable and provide interaction. In this context, businesses and content producers are advised to pay attention to the following issues while creating these contents.

Businesses often produce promotional content to talk about and market their products; with this content, they not only attract existing followers as customers, but also inform readers about it to gain new followers looking for their products. We come across this type of content very often these days. While it may be tempting for businesses to promote their products constantly, this is not the case for consumers. As consumers come across so much content, the vast majority of them searching the internet today are looking for information that will help them solve a problem rather than buy a product. For this reason, while producing content, care should be taken to ensure that the content is informative rather than promotional.

In the results of the research, it has been revealed that informative content affects both purchase intention and brand loyalty. In order for the content to be attractive to the reader, the content must contain valuable and useful information. Published content should teach at least one or two things or answer those questions that pop up in the minds of the consumer. The valuable information here should have clear, understandable and objective features and should contain relevant and useful information to a clearly defined target audience that interests them. Then, businesses should determine in advance which channels this informative content is published and what the primary purpose of the content is. Information can range from general information anyone can find in a blog or social media post to strategic information that one can find in an advertisement posted on a website or digital media. After determining the purpose of the content and the channels, businesses should pay attention to another important issue: creating informative content that changes or stays the same over time, and then integrating these contents according to their own content calendar. Informative content comes in two different forms. The first is informative content that changes over time, and the second is informative content that does not change over time. Informative content that changes over time gives followers relevant information about current trends in the industry, such as breaking news or updates. But before long, this information may become old news.

For this reason, considering that some information changes over time, businesses should always follow what is happening in the sector, trends and breaking news while producing informative content. Businesses can inform consumers by presenting information, including informative content that changes over time, as well as explanatory or instructional materials that do not change over time. Electronic books, product introductions, and any educational content that includes education are examples of informative content that does not change over time. Businesses should integrate content that changes and does not change over time, according to their own calendar. When publishing informative content, businesses should write their articles in a style that emphasizes benefits rather than sales. It should focus on the benefit rather than selling the product. Businesses can showcase their knowledge and expertise in the industry through well-researched articles.

The fact that content provides interaction means that businesses can interact with this content actively with the target audience. Interactive content has a dynamic structure and interacts with the target audience by

organizing questionnaires, exams and competitions. Businesses or content producers should pay attention to a few issues for the content to have an interactive feature.

One easy but most effective way to create engaging content on social media is to make your followers to be part of your story. It is a well-known fact that consumers love storyteller messages and form an emotional bond with written stories. As long as businesses include followers in their content, users will not only feel valued, but other potential followers will perceive it as a signal of trust that encourages them to follow your business on social media.

When businesses want to create compelling content, they must emphasise the credibility of the content. No matter how relevant and engaging the content is to the target audience, if consumers do not find the content produced reliable, they will not trust that business. For this reason, businesses need to pay attention to a few issues while sharing content in order for this content to be perceived as reliable by consumers.

First of all, the information contained in the content must be up-to-date and correct. For this, content makers should research what is popular in the industry, and constantly update new topics and old shared content. The content may have different purposes, but care should be taken to ensure that the information and claims contained in the content are reliable and credible. Here, businesses can use the power of influencers to make information and claims reliable and credible. At this point, influencers' impact is significant when creating or sending content to the target audience. In the selection of influencers, businesses and marketing managers need to be careful and research who the most suitable influencers are for the target audience. Businesses should first look at who follows the influencers, how many followers they have, what reactions they have received before, and analyze how reliable it is in terms of the relevant subject. Moreover, in this context, it can increase reliability in sharing social responsibility projects in some periods.

Content can help businesses engage their audiences by entertaining them. Entertaining content may not be directly related to businesses' products, but it must appeal to its target audience to do its job. Fun content is one of the easiest to share on social media. Entertaining content can be produced in a variety of ways. Businesses can offer entertaining content to their target audiences by preparing videos, tests, games, contests and viral campaigns.

Content marketing, by its nature, provides the opportunity to create an entertaining environment. After some time, people may forget why they bought the product, the features of the product, and such information, but they will remember the experiences they had at that moment. For this reason, businesses can establish closer relationships with consumers by producing entertaining content. The important thing here is to create humorous content which entertains people and appeals to people's emotions, and conveys this to the target audience through stories.

Since it is a new marketing method, there has yet to be much research on content marketing in Turkey. Future research can apply to the purposes of content marketing by addressing other aspects of it and applying them to your work on a sectoral basis. Future studies will contribute to these issues.

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