

Increasing Brand Awareness and Consumer Engagement: The Effects of Educational Digital Content Marketing

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Abstract

Sharing educational content on social media to inform and inspire potential customers is a contemporary marketing practice. How effective such digital content is to engage consumers and leverage brand-related outcomes remains still to be established. The paper extends knowledge about the limited existing literature on educational digital content marketing (EDCM) by examining its impact on consumer engagement and brand awareness and assessing the moderating role of educational content congruence. To reach the objective, a quantitative approach was employed, and an online structured survey was administered. Results support the direct and positive effect of educational content quality on consumer engagement, which in turn affects brand awareness. A key finding of this study is the absence of a direct effect between educational content quality and brand awareness, proving the presence of a significant indirect effect on brand awareness via consumer engagement, which represents a strong link between educational content quality and brand awareness. Findings also identify the moderating effect of educational content congruence. The study attempts to fulfill a gap that emerged in digital content marketing research because even though many companies produce and share educational content that do not always align with their brand identity, consumers' perception of this mismatch in the domain of educational content marketing remains an unexplored territory.

Subject Areas: *Branding, Consumer Behaviour, Entertainment Marketing, Service Marketing*

Track: Digital Marketing & Social Media