

Strategic Management of Customer Engagement and Brand Awareness in Beauty Clinic Marketing: A Mediation Analysis of Content Marketing and Purchase Intentions

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Abstract: Within a strategic management framework, this study investigated the mediating roles of customer engagement and brand awareness in the relationship between content marketing and purchase intentions in Egypt's beauty sector. Data was collected through an online survey ($n = 374$), and structural equation modeling was employed to test the hypotheses. The findings revealed that strategically designed content marketing significantly enhances customer engagement, which, in turn, elevates brand awareness through targeted relationship management. Positioned as a critical strategic asset, brand awareness demonstrates a strong positive effect on purchase intentions. However, the direct link between content marketing and purchase intentions is not supported, underscoring the necessity of intermediate strategic variables. Partial mediation is observed for customer engagement (as a strategic mediator) in the content marketing/brand awareness relationship and for brand awareness in the customer engagement/purchase intentions pathway. Notably, a full mediation effect emerges through the strategic integration of customer engagement and brand awareness, highlighting the interconnectedness of these constructs in driving consumer behavior. These findings emphasize the importance of strategic alignment between content marketing, customer engagement initiatives, and brand equity management to optimize purchase intentions in the competitive beauty products market. The research provides actionable insights for beauty brands to leverage management practices that prioritize engagement-driven content and brand visibility, thereby fostering sustainable competitive advantage in dynamic markets.

Keywords: Content marketing, customer engagement, brand awareness, purchase intentions, beauty clinics, structural equation modeling

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1. Introduction

The beauty sector is currently experiencing a dramatic transformation, particularly in light of rapid advancements in digital technologies and evolving customer expectations. One of the most disruptive forces in the beauty industry is content marketing. In the beauty clinic industry, content marketing is a multi-channel (online + offline) practice designed to attract new customers and retain existing customers. Social media (i.e., Instagram, Facebook) is particularly valuable in a beauty clinic's content marketing strategy as it allows the clinic to engage customers, communicate brand positioning, and promote medical aesthetics services (Kaur and Kumar, 2021; Alalwan, 2021). Clinics can share information on their treatments, present clinical results from before-and-after photos of patients and communicate skincare information that builds trust with prospective patients.

The most effective content marketing activities are visually informative and engaging, value-based, and interactive. User-generated content is also a great form of content marketing to engage viewers and potential patients. User-generated content can also shape brand perceptions that drive consumers' purchasing decisions (Patel, 2018). Clinics should consider targeting male consumers, who are a growing segment, by creating and sharing content that focuses on male, not female, concerns (Rasmussen, 2021).

This customized approach is essential for personalized connection and brand differentiation. By developing an integrated content marketing plan that employs both online and offline techniques, beauty clinics will acquire new customers, retain existing customers, and increase their profitability (Zare-Hoseini et al., 2011; Fuchs and Diamantopoulos, 2022).

Content marketing's value in beauty clinics in Egypt focuses on engaging consumers, developing relationships, and increasing brand awareness to promote business growth amid fierce competition. Similarly, the beauty industry is competitive, and understanding the motivations that drive consumers to act is crucial for brands to expand their market share. Customer engagement and brand awareness are two primary aspects of their process that beauty clinics must focus on to fulfill consumers' purchase intentions (Zainuddin et al., 2023; Nosita and Lestari, 2019; Dwivedi et al., 2021).

In the beauty industry, customer engagement has come to mean a great deal for clinics and service providers (Kulikovskaja et al., 2023).

Engaging content drives consumer engagement, comments, shares, and emotional attachment with the brand. This enhances brand salience and brand equity. In the beauty clinic context, consumer engagement comprises meaningful touchpoints and experiences, which engage customers in service processes and develop emotional connections with the brand (Park, 2023). Therefore, exploring the relationship between consumer engagement, brand engagement, and purchase intention is vital, as consumers engage in a purchase based on emotional connections, brand meaning, and consumer relationships.

While the value and relevance of these relationships are well established, empirical knowledge of the process depends on customer engagement and brand awareness as mediators through content marketing to purchase intention. This research builds on the known literature and relevant real-world examples by exploring the pathways and relationships specifically in the beauty clinic industry of Egypt.

Therefore, the study follows the following major research question: To what extent do customer engagement and brand awareness mediate the relationship between content marketing and purchase intention in the clients of beauty clinics in Egypt?

In addressing this question, the research contributes to other research by informing both theoretical development and practice, specifically content strategy and its relationship with marketing and brand equity applications.

2. Literature Review, Research Hypotheses and Framework

The use of content marketing in beauty clinics has shifted to a strategic and customer-oriented approach that highlights the use of desirable, relevant, and consistent messages to an intended audience. Content marketing goes beyond promotional messages to foster long-term relationships with customers and increase brand awareness and purchase behavior (Hsu and Liou, 2021; Dilys et al., 2021). Content marketing uses social media, educational stories, and visual stories to promote brand trust, consumer education, and brand loyalty (Prudnikov and Nazarenko, 2021). As a base marketing approach, it opens up the door for benefits in psychological and behavioral displays downstream, such as connection and intention to purchase.

Customer engagement is typically defined as the consumer's cognitive, emotional, and behavioral involvement in brand interaction sets (Vinerean and Opreana, 2021). Instead of being passive content consumers, engaged customers are collaborators and advocates who shape meaning about the brand and can aid in the distribution of messages (Bansal and Pruthi, 2021). Customer engagement will likely play a vital role in service industries such as beauty clinics that rely on consumer engagement that is experienced in person.

Brand awareness is a vital factor within brand equity; it represents a consumer's ability to recognize, remember, or associate a brand with the needs or preferences of others (Mud et al., 2020). Increased awareness manifests as strength in brand salience during the consumer choice process. In high-competition environments where aesthetics play a large role, like in the skincare and beauty services domains, brand salience in the decision-making process becomes imperative (Warbung et al., 2023). Brand awareness contributes both directly to visible trust and indirectly to reinforcing actual behavior as a function of engagement.

Purchase intentions reflect the motivational likelihood that a consumer will buy a certain product or service; they are also a proximal measure of actual purchase behavior (Kim and Kim, 2021). In beauty clinics, behavior and intentions in purchasing are generally contingent on trust, perceived value, exposure to content, and emotion (Fernandes et al., 2020; Suyanto and Dewi, 2023). For those interested in the interplay between content marketing, engagement, brand awareness, and purchase intentions, understanding these dynamics is essential in the pursuit of influencing a purchase intention.

2.1. Content Marketing and Customer Engagement

An expanding framework of research is signaling the importance of content marketing for customer engagement in a variety of industries. In the beauty and wellness services domain, authentic and relatable content provided in a timely manner will help form emotional connections with customers, which, in turn, solidifies brand loyalty (Azzariaputrie and Avicenna, 2023; Febrian et al., 2021). The literature even outlines that many varying multifaceted properties of content, such as how well storytelling can be manifested, the entertainment properties, and the capabilities of being informative, all factors into the intensity of engagement (Thao et al., 2017). Content types such as those labeled as testimonials, tutorials, and aesthetic-influencer content are meant to be engaging in the moment. Beauty clinics can use these content types to ensure high-level engagement and enhanced relational

capital (Kulikovskaja et al., 2023; Vasundhara et al., 2024). Therefore, the following hypothesis can be constructed (as shown in Fig. 1): H1. Content marketing exerts a positive influence on customer engagement.

2.2. Consumer Engagement and Brand Awareness

Research shows that engaged consumers are more likely to adopt the values of a brand and engage in sharing brand-related content, amplifying reach and awareness in their circles (Ali and Alquda, 2022; Mujica et al., 2021). This is even more efficacious in a digital ecosystem, as sharing content and communicating with peers allows awareness to significantly increase. Defined in this way, engagement has been found to mediate the effects of influencer and social media advertisements on brand salience (Abdullah, 2020).

H2. Customer engagement has a positive effect on brand awareness.

2.3. Brand Awareness and Purchase Intentions.

While overall, there is supportive evidence linking brand awareness with purchase intentions across industries, product classes, and demographic samples, the strength and direction of relationships vary (Zainuddin et al., 2023; Behe et al., 2017). Some studies report inconsistent effects, as brand awareness is not effectively or experientially mediated in its influence on purchase intentions (Muthiah and Setiawan, 2019; Othman et al., 2022). As such, future research should consider the ways brand awareness operates in beauty-based scenarios.

H3. Brand awareness has a positive effect on purchase intentions.

2.4. Content marketing and purchase intentions

Content marketing has the power to influence purchase intentions by triggering emotional arousal, informational benefits, and source reliability (Konstantoulaki et al., 2019; Israfilzade and Baghirova, 2022). The narratives constructed through user-generated content and those of the influencers specifically increase perceived trust and authenticity, which are imperative in beauty-related decisions (Nosita and Lestari, 2019), but there are hurdles to face, such as the personalization-privacy paradox, indicating the need to balance and adapt to the context.

H4. Content marketing has a positive impact on purchase intentions.

2.5. Mediating Effect of Customer Engagement

Research indicates that the power of content marketing to enhance brand awareness is enhanced when customer engagement mediates it (Mujica et al., 2021; Kulikovskaja et al., 2023). Content fosters trust and makes it possible for social media sharing of content to increase brand exposure and legitimacy, even if it promotes interaction rather than passive participation.

H5. Customer engagement mediates the influence of content marketing on brand awareness.

2.6. The Mediating Effect of Brand Awareness

Brand awareness has been identified as a mediator in the relationship between engagement and behavioral intention in high-interest areas such as fashion and cosmetics (Thanasi-Boçe et al., 2022; Abdullah, 2020). By the same token, in some environments, high awareness without engagement has proven to decrease trust or revisiting intention (Rahman and Hidayat, 2020). This highlights the need to explore the relationship of engagement to intention through the awareness pathway.

H6. Brand awareness mediates the relationship between customer engagement and purchase intentions.

2.7 Cooperative Mediation (Customer Engagement and Brand Awareness)

Though the interconnected mediating roles of both engagement and awareness through the process of turning informational content into a purchase decision are not new, both roles have only recently been documented (Aziz and Ahmed, 2023; Putra et al., 2020). The combined effect of engagement and awareness represents reciprocal processes that treat cognitive recognition (awareness) before emotion-based commitment (engagement), successively navigating the consumer down the line of engagement.

H7. Customer engagement and brand awareness jointly mediate the relationship between content marketing and purchase intention.

In conclusion, while past studies have tested several one-to-one relationships between content marketing, engagement, and awareness, and a few studies have adopted an integrated approach to predict a measure of purchase intentions, there has been little study of such a model within the context of beauty clinics in Egypt. As such, the structural equation modeling conducted in this study, in addition to a modern marketing framework, is a significant contribution to this gap.

3. Methodology

3.1. Research Design and Instrumentation

This study employed a quantitative, cross-sectional survey design to examine the hypothesized relationships between content marketing, customer engagement, brand awareness, and purchase intentions in the Egyptian beauty clinic industry. A self-administered online questionnaire was developed and distributed to collect primary data from consumers with recent exposure to beauty clinic services.

The questionnaire was constructed in Arabic, the native language of the participants, to ensure clarity and avoid misinterpretation. A pilot test was conducted with 20 respondents to evaluate the face validity and clarity of the instrument. Based on the feedback, minor revisions were made to enhance linguistic precision and coherence.

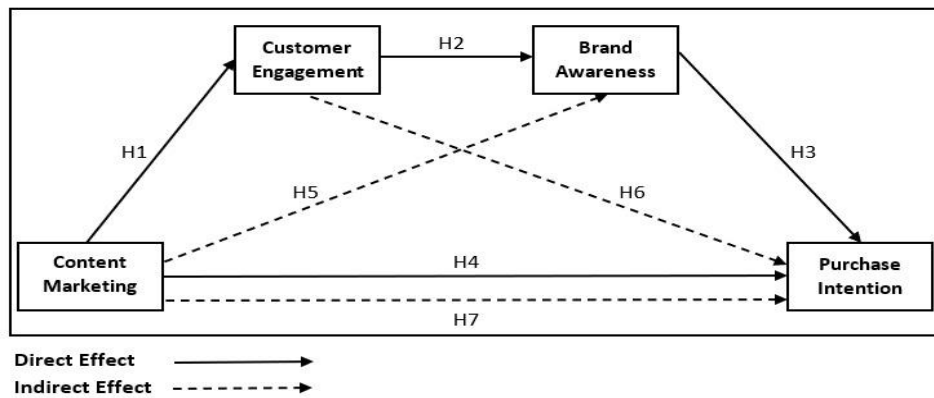


Fig. 1. The Research Framework

The final questionnaire comprised two main sections: Section I collected demographic information, including gender, age, educational background, and monthly income. Section II assessed the four latent variables in the conceptual model using validated reflective scales from prior literature. All items were measured using a five-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

Constructs were measured as follows:

Content Marketing: 5 items adapted from Alkharbsheh and Zen (2021).

Customer Engagement: 6 items adapted from Gummerus et al. (2012), as applied by Gani et al. (2022).

Brand Awareness: 3 items drawn from Seo and Park (2018).

Purchase Intentions: 3 items based on the work of Jayasingh et al. (2023).

3.2. Data Collection and Sample

Data was collected via an online survey administered using Google Forms. The survey was disseminated through social media and email. A purposive sampling approach was adopted to target participants with prior awareness of or interaction with beauty clinics in Egypt.

Out of 402 submitted responses, 374 valid responses were retained for analysis after rigorous data screening. Twenty-eight responses were excluded due to the following: missing values (13 cases), straight-lining (9 cases), and multivariate outliers identified through Mahalanobis distance (6 cases). Table 1 presents the demographic characteristics of the final sample.

Table 1. Demographic Characteristics of the Sample (N = 374)

Variable	Category	Frequency	Percentage (%)
Gender	Male	76	17.9
	Female	298	82.1
Age	Under 20 years	3	0.8
	20–30 years	181	48.4
	30–40 years	109	29.1
	40–50 years	66	17.7
	Above 50 years	15	4.0
Education Level	Intermediate Qualification	68	18.2
	Higher Qualification	281	75.1
	Master's Degree	18	4.8
	Ph.D.	7	1.9
Monthly Income	< 10,000 EGP	57	15.2
	10,000–30,000 EGP	92	24.6
	30,000–60,000 EGP	126	33.7
	> 60,000 EGP	96	25.7

3.3. Analytical Technique

To examine the direct and indirect relationships among the study constructs, Structural Equation Modeling (SEM) was employed using [e.g., AMOS 26 / SmartPLS 4]. SEM was chosen due to its ability to test complex causal relationships and mediation effects among latent variables within a single unified model.

Model estimation was performed using the Maximum Likelihood Estimation (MLE) method. Model fit was assessed using standard fit indices, including:

Comparative Fit Index (CFI)

Tucker-Lewis Index (TLI)

Root Mean Square Error of Approximation (RMSEA)

Standardized Root Mean Square Residual (SRMR)

All measurement model diagnostics and structural path estimates are reported in the Results section.

4. Results and Analysis

4.1. Evaluation of the Reflective Measurement Model

The measurement model was assessed using indicator reliability, internal consistency, convergent validity, and discriminant validity in accordance with Hair et al. (2019). As shown in Figure 2, all constructs are modeled reflectively.

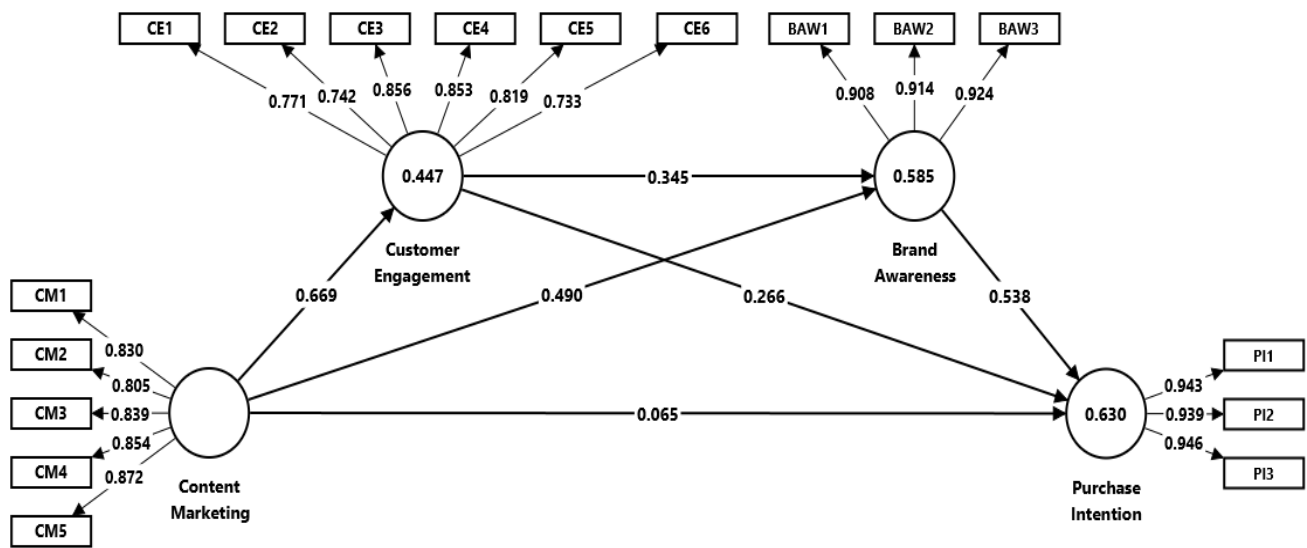


Fig.2. Reflective Measurement Model

To ensure indicator reliability, standardized factor loadings were assessed and found to exceed the threshold of 0.708 for all items. Table 2 demonstrates that factor loadings ranged from 0.742 to 0.946, confirming that all indicators met the required loading level at the $p < 0.01$ level.

Cronbach's alpha values for all constructs exceeded 0.70, ranging from 0.884 to 0.938, while composite reliability (CR) values ranged from 0.913 to 0.960. Average Variance Extracted (AVE) for all constructs exceeded 0.50, ranging from 0.636 to 0.889. These results indicate strong internal consistency and convergent validity.

Discriminant validity was confirmed using both the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. Table 3 shows that the square root of each construct's AVE (in bold) exceeds its correlation with any other construct. Table 4 presents HTMT ratios, all of which fall below the conservative threshold of 0.85, confirming discriminant validity.

4.2. Evaluation of the Structural Model

The structural model in Fig. 3 was assessed through collinearity diagnostics (VIF), effect size (f^2), and the coefficient of determination (R^2). All VIF values were below the conservative threshold of 3.0, indicating no multicollinearity. As summarized in Table 5, f^2 values indicate small (0.005, 0.091), medium (0.159, 0.319), and large (0.325, 0.810) effect sizes (Cohen, 2013).

R^2 values were as follows:

$R^2 = 0.447$ for customer engagement

$R^2 = 0.585$ for brand awareness

$R^2 = 0.630$ for purchase intention

These values indicate that the model explains a substantial portion of the variance in the dependent constructs.

Table 2. Measurement Model Evaluation for First-Order Constructs

Construct	Item	Loading ($p < 0.01$)	Cronbach's α	CR	AVE
Content Marketing	CM1	0.830	0.896	0.923	0.706
	CM2	0.805			
	CM3	0.839			
	CM4	0.854			
	CM5	0.872			
Customer Engagement	CE1	0.771	0.884	0.913	0.636
	CE2	0.742			
	CE3	0.856			
	CE4	0.853			
	CE5	0.819			
	CE6	0.733			
Brand Awareness	BAW1	0.908	0.903	0.939	0.837
	BAW2	0.914			
	BAW3	0.924			
Purchase Intention	PI1	0.943	0.938	0.960	0.889
	PI2	0.939			
	PI3	0.946			

Table 3. Descriptive Statistics and Correlations Between Constructs (Fornell–Larcker Criterion)

Construct	1	2	3	4	Mean	SD
1. Content Marketing	0.840				3.969	0.704
2. Customer Engagement	0.669	0.797			3.956	0.678
3. Brand Awareness	0.720	0.673	0.915		3.982	0.805
4. Purchase Intention	0.630	0.671	0.764	0.943	4.026	0.830

Table 4. Heterotrait–Monotrait (HTMT) Ratio

Construct	1	2	3	4
1. Content Marketing	–	0.752	0.801	0.688
2. Customer Engagement		–	0.752	0.736
3. Brand Awareness			–	0.828
4. Purchase Intention				–

Table 5. Structural Model Evaluation: VIF, Confidence Intervals, Effect Size, and R^2

Predictor	VIF	95% CI (2.5–97%)	f^2	R^2
Content Marketing → Customer Engagement	1.000	0.557–0.759	0.810	0.447
Content Marketing → Brand Awareness	1.810	0.335–0.611	0.319	–
Content Marketing → Purchase Intention	2.387	–0.057–0.191	0.005	–
Customer Engagement → Brand Awareness	1.810	0.213–0.498	0.159	0.585
Customer Engagement → Purchase Intention	2.079	0.116–0.418	0.091	–

Brand Awareness → Purchase Intention	2.409	0.408–0.653	0.325	0.630
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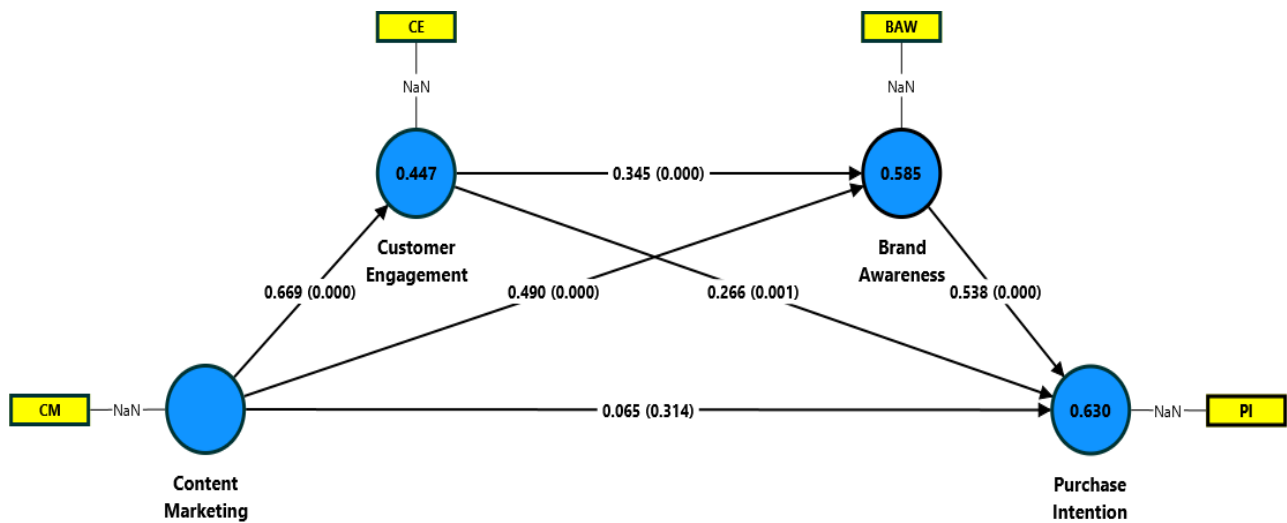


Fig. 3. Structural Model (SEM Path Diagram)

4.3. Hypotheses Testing and Mediation Analysis

Bootstrapping with 5,000 samples was used to test direct and indirect effects. The path coefficients (β), p-values, and confidence intervals are presented in Table 6.

Table 6. Summary of Hypothesis Testing

Hypothesis	Path	β	Critical Ratio	p-Value	Result
H1	CM → CE	0.669	12.73	< 0.01	Supported
H2	CE → BAW	0.345	4.779	< 0.01	Supported
H3	BAW → PI	0.538	8.624	< 0.01	Supported
H4	CM → PI	0.065	1.007	0.314	Not Supported
H5	CM → CE → BAW	0.231	4.357	< 0.01	Partial Mediation
H6	CE → BAW → PI	0.186	4.200	< 0.01	Partial Mediation
H7	CM → CE → BAW → PI	0.566	9.459	< 0.01	Full Mediation

H1: Content marketing positively influences customer engagement ($\beta = 0.669$, $p < 0.01$) → *Supported*

H2: Customer engagement positively influences brand awareness ($\beta = 0.345$, $p < 0.01$) → *Supported*

H3: Brand awareness positively influences purchase intention ($\beta = 0.538$, $p < 0.01$) → *Supported*

H4: Content marketing does not significantly influence purchase intention ($\beta = 0.065$, $p = 0.314$) → *Not Supported*

Mediation hypotheses:

H5: Customer engagement partially mediates the relationship between content marketing and brand awareness ($\beta = 0.231$, $p < 0.01$, CI = 0.138–0.350) → *Partially Supported*

H6: Brand awareness partially mediates the link between customer engagement and purchase intention ($\beta = 0.186$, $p < 0.01$, CI = 0.111–0.287) → *Partially Supported*

H7: Customer engagement and brand awareness fully mediate the relationship between content marketing and purchase intention ($\beta = 0.566$, $p < 0.01$, CI = 0) → *Fully Supported*

5. Discussion

This study examined the interrelationships between content marketing, customer engagement, brand awareness, and purchase intention in Egypt's beauty clinic sector. Using structural equation modeling, the findings provide strong empirical support for a model in which content marketing influences consumer behavior primarily through the mediating roles of engagement and awareness. The discussion below integrates each finding with relevant theoretical perspectives and prior research.

H1 confirmed that content marketing has a significant and positive effect on customer engagement. This aligns with prior studies by Febrian et al. (2021) and Salonen et al. (2024), which emphasize the importance of engaging and visually rich content, particularly via social media platforms, in fostering interaction, trust, and emotional connection with consumers. Within the Egyptian beauty sector, this finding reinforces the idea that digital content is most effective when it encourages users to participate, comment, and share.

H2 demonstrated that customer engagement significantly enhances brand awareness. This finding is consistent with Mujica et al. (2021) and Tian et al. (2021), both of which emphasize that customer interaction facilitates brand recall and brand equity. The present study supports these conclusions in the beauty clinic context by showing that deeper engagement (e.g., liking, commenting, following) reinforces consumers' mental associations with the brand.

H3 found that brand awareness has a strong, direct impact on purchase intention. This is in agreement with Zikienė and Kyguolienė (2021) and Zainuddin et al. (2023), who argue that consumers are more likely to buy from brands they can easily recognize and recall. For beauty clinics, this suggests that investing in building a strong brand identity through consistent visuals, messaging, and reputation can translate directly into increased consumer conversion.

In contrast, H4 was not supported: content marketing did not have a significant direct effect on purchase intention. This contradicts earlier findings by Israfilzade and Baghirova (2022) and Nosita and Lestari (2019), who found a direct link between persuasive content and consumer behavior. One explanation may lie in the indirect pathways through which content marketing exerts influence. Rather than prompting purchases on its own, content serves to initiate engagement and awareness, which in turn shape purchase intentions. This mediated dynamic aligns with Mujica et al. (2021) and Abdullah (2020), who argue that marketing content achieves behavioral outcomes primarily through cognitive and emotional engagement.

H5 identified a partial mediation effect of customer engagement in the relationship between content marketing and brand awareness. Although content marketing had a direct impact on awareness, its effect was amplified when consumers also became engaged with the brand. This finding highlights the synergistic power of engagement: when content inspires interaction, it not only delivers information but also reinforces attention and retention. This echoes the findings of Mujica et al. (2021), who emphasize the interactive nature of modern branding strategies.

H6 showed that brand awareness partially mediates the relationship between customer engagement and purchase intention. This indicates that while engagement creates the initial emotional and behavioral connection, brand awareness strengthens this link by increasing trust, familiarity, and perceived value. Abdullah (2020) similarly found that awareness enhances the impact of engagement by bridging emotional involvement with rational decision-making. In the beauty sector, this suggests that marketers must combine interactive content strategies with clear brand reinforcement.

Finally, H7 demonstrated full serial mediation: content marketing influenced purchase intentions only indirectly through the combined pathways of customer engagement and brand awareness. This supports the integrative marketing framework proposed by Dabbous and Barakat (2019), who argue that content must be strategically aligned with consumer interaction and brand-building efforts. In this study, the absence of a significant direct path (H4) underscores the centrality of engagement and awareness as dual mediators. Content alone is not persuasive unless it triggers deeper brand interaction and recognition.

In summary, this discussion reinforces the interconnected nature of content marketing, engagement, awareness, and purchasing behavior. It also provides actionable insights for beauty clinics: merely posting promotional content is insufficient. Instead, businesses must focus on creating participatory, emotionally resonant experiences that enhance brand visibility and credibility. A multi-layered content strategy designed to attract, involve, and anchor consumers in brand identity appears essential for driving purchase outcomes in this sector.

5.1. Limitations and Future Research

While this study provides valuable insights into the mediated effects of content marketing on purchase intentions through customer engagement and brand awareness, several limitations must be acknowledged. First, the research employed a cross-sectional design, which limits the ability to infer causal relationships over time. Future studies employing longitudinal or experimental designs could offer stronger causal evidence regarding the dynamic interplay among the studied constructs.

Second, the data were collected exclusively from consumers in Egypt, which may constrain the generalizability of the findings to other cultural or regional contexts. Comparative studies across different countries or market environments are recommended to assess the cross-cultural robustness of the model.

Third, although the study used well-established measurement scales, all data were obtained through self-reported questionnaires, which may introduce common method bias or social desirability effects. Incorporating multi-source or behavioral data could strengthen the reliability of future research.

Finally, the study focused on a single industry sector—beauty clinics—which, while relevant, may not capture broader trends applicable to other service-based or retail contexts. Expanding the model to include moderating variables such as digital literacy, brand loyalty, or socioeconomic factors could further refine understanding and enhance the explanatory power of the model.

6. Conclusion

This study demonstrates that customer engagement and brand awareness are critical mediators in the relationship between content marketing and purchase intentions within the Egyptian beauty clinic sector. While content marketing was shown to significantly enhance customer engagement (H1), and engagement, in turn, had a positive influence on brand awareness (H2),

its direct impact on purchase intention was not supported (H4). Instead, a full serial mediation pathway was confirmed (H7), wherein content marketing affects purchase intentions indirectly through sequential effects on engagement and awareness.

The findings underscore the importance of designing integrated marketing strategies that do more than disseminate promotional content. For beauty clinic marketers, this implies that content must not only capture attention but also encourage interaction and build a recognizable, trusted brand to convert that engagement into purchase behavior. This contribution refines current theoretical models by validating a full mediation framework in a non-Western, service-based context, offering a nuanced understanding of how marketing content exerts influence through emotional and cognitive engagement processes.

Practically, these results suggest that brands should prioritize interactive, customer-centric digital experiences to strengthen their brand equity and drive purchasing outcomes. Marketing efforts that fail to stimulate engagement or reinforce brand awareness may fall short in influencing consumer decision-making.

While the study presents robust results, it is limited by its cross-sectional design and its focus on a single industry within one national context. Future research should examine these relationships longitudinally or across different service sectors and cultural settings to enhance the generalizability of these findings.

6.1. Theoretical Contribution

This research makes an important theoretical contribution to understanding consumer behavior in the beauty industry, specifically in Egypt. First, the research adds to the literature by demonstrating empirically the mediating effect of consumer engagement and brand awareness in only one study on content marketing and purchase intentions. In doing so, it contributes that both mediators truly did mediate the effects of marketing strategies on consumer decisions, extending the work of Abdullah (2020) and Mujica et al. (2021). Furthermore, the research clearly identifies that customer engagement has a significant mediating role with both brand awareness and purchase intention, supporting the previous findings of Kulikovskaja et al. (2023) and Dabbous and Barakat (2019).

Despite the research, the authors addressed the controversies that a direct effect content marketing has on consumer behavior or purchase intention. The research identified that both had predominantly values in a mediated form, but looking back and rethinking the strategies would need to avoid just focusing on marketing strategies that had a direct effect (Bazi et al. 2023) with regard exclusively to content marketing. The validity of the structural model proposed in the study could be adopted as an appropriate theoretical model to guide more research in the future across regions and sectors. This research offers insights for all three facets of marketing theory by offering a holistic investigation (not just digitization) of how delivered digital strategies lead to consumer outcomes.

6.2. Practical Implications

This study provides practical implications for industries involved in beauty products, especially in the context of Egypt. The implications are largely applicable to other industries, especially consumer products, but especially highlighting customer engagement and brand awareness as mediating factors will enable practitioners to formulate more effective content marketing strategies that are easy to digest, informative, and visually appealing while simultaneously considering the preferences of their target audience by increasing marketing exposure and their ability to make a connection with consumers (Dabbous and Barakat, 2019).

The findings also discovered that customer engagement is a conduit that affects brand awareness and influences purchase intentions; thus, brands should engage in active, engaging, interactive, and user-initiated content to build brand commitment and purchase intentions. While content marketing cannot necessarily elicit purchase intentions alone, content marketing is valuable when combined with content best practices to foster engagement and brand awareness.

To enhance brand awareness, consistent branding practices include memorable images and associating ideas/messages with brand logos/identities to support brand awareness. This ideal state is a mediator of gains from customer engagement on purchase intentions (Mujica et al., 2021). This provides the beauty brand industry with a pathway to create differentiation and maintain growth with sustainable practices in competitive environments (Zainuddin et al., 2023).

6.3. Limitations

The present study has a number of limitations. The data for this study was collected solely through online surveys in Egypt, which imposes a limit on the wider applicability of the findings across geographical or cultural contexts. Future research should include cross-regional comparisons in order to explore the generalizability of the findings.

The research is also limited to the beauty products industry. While useful information is offered, the way customer engagement, brand awareness, and purchase intentions are created may differ in other industries in ways that we did not explore. Studies that utilize the constructs in other sectors should be done to deepen our understanding.

Another limitation is that the study only examines a limited number of variables: content marketing, customer engagement, and brand awareness. The study did not examine constructs like trust, perceived value, or demographic moderators. Future research should include those variables to have a more comprehensive understanding of the constructs.

6.4. Future Directions

The results provide multiple opportunities for future research. For example, comparisons across demographic groups (e.g., age, gender, or income) would reveal different patterns of consumer behavior.

Future research might involve examination of new technologies (e.g., AI, augmented reality) and their relationship with effectiveness in content marketing and defined customer engagement.

Longitudinal studies that examine customer engagement and brand awareness over time could clarify how content strategies are positioned for the long term. In addition, qualitative approaches (e.g., interviews or focus groups) could complement a better understanding of consumer-brand relationships to dig deeper into the emotional foundations of engagement and loyalty.

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Author Contributions

Atef Fakhfakh conceived of the study and supervised research design. Amr Noureldin collected and collated data, and conducted statistical analysis. Mohamed Aboueldahab wrote the literature review, and undertook a theoretical synthesis and analysis. Mostafa Abaker provided support with methodological refinement and data analysis. Mubarak Berir provided feedback on consistency and clarity of the manuscript. All authors read and approved the final manuscript.

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Institutional Review Board Statement

This study involved human subjects and received ethical approval from the Ethical Review Board of Buraydah Colleges, Kingdom of Saudi Arabia (IRB Approval ID: 8/6/36/D; Approval Date: 01 September 2024; Decision: Approved). All research procedures were conducted in accordance with institutional and ethical guidelines.

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