

The Impact of the Content Marketing Via Social Media on Algerian Women's Purchasing Intention for Cosmetics with Attitudes as an Intervening Variable

Loubna Sahar Fari

Sustainable Local Development Laboratory, Department of Commercial Sciences, University Yahia Fares of Medea, Algeria; Fari.sahar@univ-medea.dz

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Corresponding Author

Loubna Sahar Fari

Email: Fari.sahar@univ-medea.dz

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Abstract: This study aims to measuring the impact of content marketing via social media on women's purchasing intention towards cosmetics with attitudes as intervening variable; the study focus on Algerian women who use cosmetics. Data was gathered via a questionnaire from 345 participants and analyzed using the Smart PLS statistical program. Finding indicate a significant influence of content marketing dimensions (emotion, credibility, interaction, share) on women's attitudes and purchasing intentions regarding cosmetics, except for value and relevance dimensions, which show no effect. Additionally, women's attitudes significantly impact their purchasing intentions. Therefore, companies in the cosmetics industry should meticulously craft a content marketing strategy based on specific dimensions and consistently assess its efficacy.

Keywords: Content Marketing; Social Media; Purchasing Intention; Attitudes; Women's Cosmetics.

1. Introduction

During recent times, the use of social networking sites has dramatically increased, with the number of users reaching 5.04 billion in 2024. This surge can be attributed to consumers spending significant amounts of time interacting, sharing content, and engaging in online shopping. Statistics from 2024 indicate that the demographic engaging in weekly online shopping spans from ages 16 to 64, with 73.9% of them utilizing social media platforms for product research, seeking advice, and consulting. The cosmetics industry currently stands as a burgeoning sector, as cosmetic products have become integral parts of consumers' lives, particularly for women. These products not only enhance beauty but also contribute to emotional well-being, happiness, and self-confidence. Recognizing the immense potential of social media content, many cosmetics companies have leveraged it to increase sales, expand market share, and build brand awareness. Given the pivotal role of consumer purchasing behavior, companies must understand how to develop precise content marketing strategies that deliver valuable and engaging content, influencing women's purchasing intention.

This context presents a research opportunity that warrants investigation and enrichment. Specifically, the following problem emerges for exploration:

Does the content marketing's dimensions via social media impact women's purchasing intention towards cosmetics?

Building on the fundamental question posed earlier, the following sub-questions are formulated to deepen our understanding of the topic:

- Is there a statistically significant impact for both dimensions value and relevance of content marketing via social media on women's attitudes towards cosmetics?
- Is there a statistically significant impact for both dimensions emotion and credibility of content marketing via social media on women's attitudes towards cosmetics?
- Is there a statistically significant impact for both dimensions share and interactivity of content marketing via social media on women's attitudes towards cosmetics?
- Is there a statistically significant impact for content marketing via social media on women's attitudes towards cosmetics?
- Is there a statistically significant impact for both dimensions Value and relevant of content marketing via social media on women's purchasing intention towards cosmetics?
- Is there a statistically significant impact for both dimensions emotion and credibility of content marketing via social media on women's purchasing intention towards cosmetics?
- Is there a statistically significant impact for both dimensions share and interactivity of content marketing via social media on women's purchasing intention towards cosmetics?
- Is there a statistically significant impact of women's attitudes on purchasing intention towards cosmetics?

1.1. Research Aims

This study seeks to achieve the following objectives: Recognize the most widely used social media sites by Algerians and determine the level of women's use of social sites and then determine their interest in the content offered by cosmetics companies in the sites, also define a strategy to settle content; accurately identify the dimensions of marketing content play social media; Evaluate the future of content marketing for cosmetics partners in activating positive audiences attitudes and determine the impact of content marketing dimensions on attitudes and purchasing intent; Identify the most influential dimension of social media marketing on purchasing attitudes and intent. Also, highlight the role of social media content marketing in creating a purchasing intent for Algerian consumers.

1.2. Study Importance

▪ Lack of Arab studies on the marketing of cosmetic content and Providing 2023 statistics on the use of social media, also on the cosmetics, Marketing content via social media is one of the most important marketing strategies on which large and small companies depend, as it provides valuable and appropriate information that consumers need in their daily lives, interact with and share with them, also this study is one of the important references that can be relied upon for those interested in the field of digital marketing, since Arab studies on this subject, especially those studying Algerian consumers, are very few; Analysis of the impact of content marketing dimensions via social media on consumer attitudes and purchasing intent is a modern method that has proven successful in different marketing environments.

▪ Importance of the process: In today's era of digitization, it has become necessary to develop content for each company seeking to communicate with its audience, increase sales and market share in addition to brand awareness and create purchasing intent followed by loyalty, help marketers and cosmetics companies provide effective content according to specific dimensions to create positive attitudes for women towards products and thus create purchasing intent through study findings and recommendations.

1.3. The previous studies

We will review previous studies, categorizing them based on their variables. First, we will discuss Arab studies followed by foreign ones for each axis, highlighting similarities

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and differences. Then, pinpoint the scientific gap by contrasting our study with previous ones.

Studies that deal with the axis of content marketing and attitudes:

Study of Mahmoud & Aldafas (2013): “The impact of advertising content on consumer’s of Saudi Telecom Company”. The study aimed to measuring the relationship between advertising content in Saudi telecom’s social media and customer attitudes towards it’s brand, it has been used descriptive and analytical approach, the research sample consisted of 401 consumer’s of Saudi telecom company, The SPSS was used as a tool for collecting and analyzing data, the most important results reached are: there is a statistically positive relationship between advertising content marketing with its components (credibility, convenience, entertainment, and emotion) and customer attitudes, the content of the company on social media has positive impact on creating value for it.

Study of Nassour et al. (2021): “The impact of content marketing on consumer behavior”. The study aimed to determine the impact of content marketing on purchasing behavior towards home electrical appliances, also helping electrical appliance company to understand and apply the concept of cm effectively to increase sales it has been used descriptive and analytical approach, the research sample consisted of 218 consumers of household electrical appliances in Syria. The SPSS was used as a tool for collecting and analyzing data, the most important results reached are: There is a positive impact of content marketing on consumer behavior through the ability of cm to provide all the information, and then influence his personality and attitudes toward marketed brand.

Areas agreement and differences between previous studies:

All the studies found that there is a positive relationship between content marketing and consumer’s attitudes, they all relied on the descriptive and analytical approach using the SPSS as a tool, but they are differed in terms of the research sample, and in terms of the research gap. In addition, differed in time periode, study of Toufik Bekhit is recent study, unlike Salah.

Studies that deal with the axis of content marketing and purchase intention:

Study of Moslehpour et al. (2020): “The effect of social media marketing trust and brand image on consumer’s purchase intention”. The study aimed to examine the interaction among social media marketing, trust and brand image also purchase intention variables among consumers of Go Jek in Indonesia then identify the cause and effect relationship between construct, it has been used descriptive and analytical approach, the research sample consisted of 350 social media users in Indonesia who has previously used GO-JEK services, The SPSS was used as a tool for analyzing data, the most important results reached are: there is a positive impact of the dimensions via social media (entertainment, interaction, relevance) on purchase intention of JO-JEK’s consumers.

Study of (Akgun, 2020): “The impact of social media marketing activities on brand equity, customer response and purchase intention: a research on fast fashion brands”. The study aimed to determine the perceptions of social media activities of fast fashion brands on customer response and purchase intention; also finding the most effective dimension of SMMA, it has been used descriptive and analytical approach, the sample consisted of 353 Turkish consumers. The SPSS was used as a tool, the most important results reached are: there is a positive impact of content marketing activities (modernity, informativeness, and interactivity) on purchasing intention, brand equity, and customer responses.

Study of (El-zoghby et al., 2021): “Measuring the impact of social media advertising content on consumer’s purchasing intention towards health and beauty products online”. The study aimed to measuring the impact of various social media advertising contents on consumer’s intention for health and beauty products online, it has been used descriptive and analytical approach, the research sample consisted of 412 young Egyptian and adult Facebook users, The SPSS was used as a tool for collecting and analyzing data, the most important results reached are: to capture the consumer’s attention there should be text-

persuasive content and interactivity content, text-informative content, also there is a relationship between consumer's attentiveness with social media advertising and their intention towards purchasing the promoted health and beauty products.

Areas agreement and differences between previous studies:

All the studies are recent studies, and they found that there is a positive relationship between content marketing dimensions and consumer's purchasing intention. All studies relied on the descriptive and analytical approach, they relied on the spss as a tool for collecting and analyzing data, but they are differed in terms of the research sample, but differed in terms of the research gap.

Studies exploring the relationship between content marketing, attitudes, and purchase intention:

Study of Sobhi Moohamed (2019): "The impact of advertising produced by consumers via Facebook on the purchasing intentions of young Egyptians". The study aimed to comparing the impact of the source of advertising content from both consumer and company via Facebook on young audience's attitudes towards brands and purchasing intentions, it has been used semi-experimental approach, the research sample consisted of 300 young Egyptian university students the SPSS was used as a tool, the most important results reached are: the credibility of content marketing advertising produced by consumer is much higher than of the company content advertising, also there is a impact on audience's attitudes towards the brand, while the impact of content advertising on young audience's purchasing intentions has not been determined.

Study of Ibrahim Hamzah (2021): "The role of Vloggers of products reviews in forming purchasing intent of Egyptian audience", The study aimed to examine the role of vloggers of products reviews as one of the content marketing tools on YouTube in forming the purchasing intent of Egyptian audience through the credibility, attractiveness, entertainment, and experience, also the impact content marketing dimensions on attitudes. It has been used descriptive and analytical approach. The sample consisted of 386 Egyptian respondents using SPSS was, the most important results reached are: the beauty products came at the top of the products that respondents are keen to be exposed to video blogs for review, there is a relationship between all dimensions of the vlogger's perceived credibility especially attractiveness and Egyptian respondents attitudes and purchase intent.

Areas agreement and differences between previous studies:

All the studies found that there is a positive relationship of content marketing and consumer's attitudes on purchasing intention, also relied on the descriptive and analytical approach, except study of Sobhi (2019) used semi-experimental approach, they all use the SPSS, All studies are recent studies. In addition, differed in terms of the research gap, but relied in terms of the research sample.

Research gap: (1) Current study agreed with previous studies that there is a positive impact between content marketing, purchasing intent, and consumer attitudes; (2) this study, along with previous ones, follows similar procedures. Specifically, we focus on the impact of content marketing dimensions on purchasing intent, with consumer attitudes serving as an intermediary variable; and (3) this study in the cosmetics sector differs in its chosen population from previous research. We've accurately identified content marketing dimensions by reviewing previous studies, especially foreign ones. The case study provides a concise summary of this research; this study targeted Algerian women using social media in shopping or obtaining information in order to choose products cosmetics.

2. Literature review

2.1. The content marketing via social media

Consumers spend Consumers spend a lot of time on social media sites interacting and sharing content provided by marketers, Additionally, they use these platforms to search for

information on cosmetic, consult, and seek advice from other women before making purchases.

The content marketing is a promotional strategy based on expanding the promotional mix by leveraging social media sites, as it focuses on delivering specific content that is valuable and attractive to followers or audiences and making them interact with them. Communicating with the target audience is through the use of attractive or entertaining content, which is valuable and convenient that creates trust in the consumer and makes the relationship between him and the company long-term (Chouali & Tebaibia, 2023).

Many researchers including Bahnassay (2023) and Bouressace (2022) found that the objectives of content marketing via social media are: Raising awareness of the brand, attract a potential audience and make it an actual audience, creating the public's need for a particular product and increased loyalty towards the company, increase the percentage of sales.

2.1.1. Content marketing dimensions

Many studies referred that the content marketing has a range of dimensions:

- **Value:** Most studies agree that there are two content values: functional value, which is derived from the functionality of the product or service, and emotional value, which is consumers' feelings when using the service or product. The value of the content should reflect the consumer's wants and needs, and therefore the content should be useful so that the consumer can interact with it easily (Mechti & Ait Oukaci, 2022).

- **Relevance:** For organizations to maintain their relationship with consumers, they must provide them with appropriate information. This means that the content must be simple and convincing, offering the information that is useful and relevant to the target market. This ensures an opportunity to persuade consumers and encourages them to share the content (Ghrieb & Boudra, 2022).

- **Credibility:** Credibility is considered one of the most important elements of high-quality content. The lack of credibility in information leads to the neglect of advertising content on social media. To ensure credibility, the information provided by content must be accurate and reliable. This is crucial because it impacts consumer attitudes and interests (Bader Karni, 2022).

- **Attractiveness:** Attractive content is characterized by creativity and innovation; it must be effective, unique, and of high quality. Flowing with innovative and creative content enables a company to easily compete and distinguish itself from others. This creates a positive intellectual image among the target audience, enhancing both its reputation and the perception of its premium products (Nassour et al., 2021)

- **Emotion:** Many studies indicate that content on social media, emphasizing the emotional dimension, and holds greater influence over consumers. Positive content tends to have a stronger impact than negative content. Good content should include elements of emotion, as this leads to greater brand loyalty and a higher purchase intention compared to neutral content (Senia, 2023).

- **Interaction and sharing:** Interaction is an essential dimension of communication between the company and its target audience, encompassing comments, likes, hashtags, saving and sharing content, participation in competitions and shows, and contributing to achieving the company's important goal of generating public discussion about the company, that's why many company work to create an exchange between them and the target audience and then create an interaction between the target audience and the potential audience (Mamdouh, 2023; Masade et al., 2021).

2.1.2. The social media content marketing strategy

Many studies including the study by Mamdouh (2023) have found that the social media content marketing strategy is summarized in the following stages:

- **Who:** Identify the target audience according to product type, geographical..

- **What:** Identify target audience's needs, desires and interests to find out what information to provide and determine the content so that the company can choose the type of content it will provide (info, entertainment). Its dimensions (recreational, emotional, attractive, and credible) Knowledge of competitors' content marketing mechanisms to overcome them.
- **Where:** Determine the digital channels in which content will be presented according to its effectiveness in the direction of the consumers and the company's budget, financial capacity.
- **When:** Determine the posting schedule for content, including determining the start and end of publishing, which depends on times that align with both the company's marketing opportunities and its objectives.
- **Why:** By defining the purpose and objectives pursued by the company, the most important of which include: increasing site visit rates, encouraging repeat purchases, fostering continuous interaction between the public and the company, gaining the largest market share, and increasing sales percentages.
- **How:** Creating content under conditions such as informativeness, objectivity, achievement of results involve measuring and comparing the achieved results with the objectives. This includes evaluating key performance indicators (KPIs) for each content to gauge the effectiveness of marketing content making necessary adjustments Metrics like Bounce Rate to measures interactions or the ratio of views, which highlight to interact on the site, tracking metrics like frequent visits and views is crucial to determine whether the content continuously attracts the audience. Measuring the level of trust in company: identifying where the imbalance lies and attempting to modify it.

2.2. Consumer's attitudes

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According to Bakhit (2019), attitudes are a comprehensive individual assessment of a particular concept that may be positive or negative. Attitudes are also defined as consumer tendencies resulting from learning experiences, which influence the consumer to act in a negative or positive manner towards a particular product or service, also the study by (Omran Ismail, 2022) demonstrates that content marketing plays a crucial role in altering consumer perceptions (including cognitive, emotional, and behavioral processing) through the dissemination of valuable, relevant, and credible information. in turn, helps cultivate positive attitudes among consumers or audiences toward the brand.

2.2.1. Attitudes Component

Some studies, including Belaid & Eladja (2023) have found that the attitudes components are: **(1) Cognitive component:** Attitudes here represent the accumulation of knowledge derived from specific experiences, as well as various studies and information. This research emerges as a result of learning and knowledge; **(2) Emotional component:** Another influential factor is the consumer's perception and feeling. This dimension determines the overall evaluation of attitudes, whether they are positive (preferable) or negative; and **(3) Behavioral component:** This component is the outcome of the behavior chosen by the consumer, influenced by the attitude to which the consumer is exposed. The behavioral component reflects the actual behavior in a particular manner.

2.3. Purchasing intention

Lachachi & Abou Kacem (2018) defined purchasing intent as the stage of behavioral and mental preparedness for a potential attitude or behaviors often utilized to anticipate responsive behavior towards a specific product. It is influenced by a variety of psychological factors, including perception, social and demographic factors, as well as purchasing attitudes resulting from positive perceptions towards the company and its products.

Thus, women's purchasing intention is a crucial indicator for cosmetics companies. It assists them in predicting the likelihood of women purchasing or repurchasing specific

cosmetic products. It also reflects general consumer preferences regarding whether the company's cosmetic products meet their expectations, desires, and needs.

2.3.1. The impact of Content marketing and attitudes on purchasing intention

The study by Vendri et al. (2023) has shown that content marketing across social media is effectively implemented by considering what is presented in the content and modifying it according to the company's characteristics to seek information about needs and desires of the target audience. This aims to create positive purchasing intent for the purpose of achieving the content's objectives. According to (Sompoach et al., 2022), entertainment and interactivity have been shown to impact purchase intention. They are useful and complementary techniques for acquiring more information.

Also, Study Shows that entertainment and interactivity have an impact on purchase intention cause the interactivity and entertainment are a useful and supplementary techniques of acquiring more information when marketing online purchase intention, the Ajzen's Theory of Planned Behavior is considered one of the most important models explaining purchasing intention. It states that intention is affected by several factors, including attitudes (Bensiroud & Manaa, 2021).

Social media platforms play a crucial role in shaping purchasing intent by offering abundant information, engaging consumers, and fostering positive attitudes towards specific products. Thus, marketing content on social media directly influences positive purchasing intent.

3. Empirical Study

To gather and analyze information, the questionnaire was electronically distributed via social media platforms from December 2023 to Avril 2024. It included questions tailored to Algerian women who use cosmetics, covering socio-demographic aspects of the surveyed group, followed by inquiries about content marketing dimensions. Additionally, three questions were dedicated to attitudes and three to purchasing intent regarding cosmetics. Before the questionnaire's official launch, it underwent review by three expert professors and specialists in marketing for adjustments. To analyze the data, subsequently discuss the findings, the statistical analysis Smart PLS was employed.

3.1. Results and Discussion

Analysis of sample characteristics

Table 1. The Respondents Socio-Demographic Backgrounds

Socio-Demographic		Total	Percentage
Age (years old)	Less than 17	37	10.7%
	18 to 29	132	38.3%
	30 to 40	118	34.2%
	More than 41	58	16.8%
Total		345	100%
Social Status	Single	182	52.8%
	Married	154	44.6%
	Divorced /widow	9	2.6%
Education al level	Secondary or lower	45	13%

	University level	195	56.5%
	Postgraduate	105	30.5%
	Total	345	100%
Professional	Student	150	43.5%
	Employee	115	33.7%
	Employment	15	4.3%
	Retired	17	4.9%
	Housewife	47	13.6%
	Total	345	100%
Degree cosmetics use	Daily	310	89.86%
	Sometimes	33	9.57%
	Rarely	2	0.57%
	Total	345	100%

Source: Prepared by the author based on the SPSS

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As we see in Table 1, approximately 38.3% of the respondents are 18 to 29 years old, totaling 132 women. Additionally, 34.2% of the total sample, or 118 women, fall into the age of 30 to 40 years old. Furthermore, 16.8% (58) of the total sample are over 41 years old, while the remaining 10.7% are under 17 years. Consequently, the category that frequently uses cosmetics comprises primarily respondents aged 18 to 29 years old, followed by those aged 30 to 40 years old. Moreover, the category that uses cosmetics the most is single women, totaling 182 respondents, which is 52.8% of the total sample. Following by married women 154 respondents, accounting for 44.6% of the sample. The last category is divorced or widowed women, making up only 2.6%, which is a the small percentage category. Regarding the educational level, 56.5% of the sample 195 women have university level and 30.4% which is 105 women are postgraduate studies level, while the category left 45 (13%) is secondary level or less. As for professional, according to the table, the majority of the sample are category of female students, totaling 150 respondents. This is followed by employed women at 33.7%. Housewives account for 47 respondents (13.6%), while retired women and freelancers make up the remaining categories, with 17 and 15 women, respectively, totaling 4.3% each. Finally, as for degree cosmetics use, indicates that 310 respondents (86.89%) use cosmetics daily. Additionally, 33 women (9.57%) use them sometimes, while the remaining two women (0.57%) use them rarely. Therefore, both students and employed women use cosmetics daily.

Table 2. Descriptive statistics for content marketing dimensions

Variables	Number of paragraphs	Mean	S.D.	Overall Att.
Emotion & Credibility	credibility	1.7768	0.52776	Strongly agree
total	emotion	1.5710	0.76935	Strongly agree
Value & relevance	Value	1.6737	0.48767	Agree
	Relevant	1.7912	0.64638	Agree
Total	4	1.9855	0.89317	0.68064
Share & Interaction	Share	1.8833	0.72055	Strongly agree
	Interaction	2.1348	0.89732	Agree
p. intention	4	1.7941	0.75545	
Total	12	1.7940	0.46121	agree

Source: Prepared by the author based on the SPSS

The table indicates strong agreement among women regarding the emotion & credibility dimension, with a mean of 1.6737. They also express agreement with the value and relevance dimension, with a mean of 1.8833, and the sharing & interaction dimension, with a mean of 1.7940. The overall mean of the independent variable, representing content marketing dimensions, is 1.7940, suggesting a general consensus among participants across all dimensions.

Table 3. Results of descriptive statistics

variables	Num of paragraphs	Mean	S.d.	Overall att.
Attitudes	1	1.46	0.690	Strongly agree
	2	1.79	0.776	Agree
	3	1.77	0.744	Strongly agree
Total	3	1.6560		0.64013
Purchasing intention	1	1.89	0.888	Agree
	2	2.06	1.071	Agree
	3	2.01	0.952	Agree
Total	3	1.9874		0.88960

Source: Prepared by the author based on the SPSS

The table indicates that the total mean of the variable "women's attitudes" is 1.6560, with a standard deviation of 0.64013. This suggests that individuals in the sample strongly agree that content marketing is more useful than other means, like TV. They tend to turn to social media for information to make a purchase, and they feel satisfied with the content they find there. Also, the mean purchasing intention score stands at 1.9874. This suggests a strong inclination among individuals sampled towards purchasing cosmetics through social media. Moreover, they demonstrate a tendency to consistently engage with content provided by cosmetic brands and are likely to enthusiastically recommend.

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3.2. Analysis of the study variables

The model quality indicators:

Table 4. Measuring the degree of reliability and validity

Variables	Cronbach's alpha	Composite reliability A	Composite reliability	AVE
Value & relevant	0.753	0.778	0.844	0.577
Emotion & credibility	0.754	0.764	0.843	0.576
Share & interaction	0.814	0.832	0.880	0.651
Attitudes	0.838	0.854	0.845	0.579
Purchasing intention	0.904	0.912	0.939	0.838

Source: Prepared by the author based on the smart PLS statistical program

The table above shows that all AVE averages are more than 0.50 and all composite reliability transactions composite reliability are more than 0.7 that means, it is d statistically acceptable, in addition, all Cronbach's alpha are acceptable because they are higher than 0.60.

Table 5. Measuring the discriminant validity

Variables	HTMT
Value & relevant (suitable) → attitudes	0.292
Emotion & credibility → attitudes	0.293
Share & interaction → attitudes	0.466

Total dimensions	→	attitudes	0.453
Value & relevant	→	purchasing intent	0.315
Emotion & credibility	→	purchasing intent	0.437
Share & interaction	→	purchasing intent	0.371
Total dimensions	→	purchasing intent	0.479
attitudes	→	purchasing intent	0.541

Source: Prepared by the author based on the smart PLS

The table shows that all transactions are statistically acceptable, as all value are less than 0.85, therefore the model is high quality and reliability.

3.3. Testing the study hypotheses and discussing the results of the study

The table 6, we relied on the result achieved to test the validity of hypotheses using bootstrapping, it has been reached that:

H1: There is no impact of the value and relevant of the content marketing in social media on women's attitudes towards cosmetics, where this impact reached value 0.102, also noting that this impact is not statistically significant because the P value was 0.142. Thus, **and the hypothesis is unacceptable.**

Table 6. Path coefficients

	Relationship	T	P. value	Results
	Value & relevant → Att.	1.467	0.142	unacceptable
	Emotion & credibility → Att.	1.914	0.000	acceptable
	Share & interaction → Att.	8.657	0.000	acceptable
	Total dimensions → Att.	12.57	0.000	acceptable
	Value & relevant → Purchase int.	1.623	0.051	unacceptable
	Emotion & credibility → Purchase int.	5.392	0.000	acceptable
	Share & interaction → Purchase int.	12.49	0.000	acceptable
	Attitudes → Purchase int	17.84	0.000	acceptable

Source: Prepared by the author based on the smart PLS

H2: There is a positive impact of the emotion and credibility of the content marketing in social media on women's attitudes towards cosmetics, where this impact reached value 0.085, it is also noting that this impact is statistically significant because the P value was 0.000. Thus, **the hypothesis is acceptable.**

H3: There is a strong positive impact of share and interaction of the content marketing in social media on women's attitudes towards cosmetics, where this impact reached value 0.357. Thus, **the hypothesis is acceptable.**

H4: There is a strong positive impact of all the content marketing dimensions via social media on women's attitudes towards cosmetics, where this impact reached value 0.728. Thus, **the hypothesis is acceptable.**

H5: There is a few impact of the value and relevant of the content marketing in social media on women's purchasing intention for cosmetics, where this impact reached value 0.110, but it is also noting that this impact is not statistically significant because the P value was 0.051. Thus, **the hypothesis is unacceptable.**

H6: There is a positive impact of the emotion and credibility of the content marketing in social media on women is purchasing intention for cosmetics, where this impact reached value 0.326. Thus, **the hypothesis is acceptable.**

H7: There is a strong positive impact of share & interaction of the content marketing via social media on women's purchasing intention for cosmetics, where this impact reached value 0.617. Thus, **the hypothesis is unacceptable.**

H8: There is a strong positive impact of the value and relevant of the content marketing in social media on women's attitudes towards cosmetics, where this impact reached value 0,707. Thus, **the hypothesis is acceptable.**

Table 7. Total effect

Relationship	Original sample	T.satisfaction	p.value
Content marketing  Purchasing intention	0.517	8.762	0.000

Source: Prepared by the author based on the smart PLS

There's a positive influence of content marketing dimensions through social media on women's purchasing intention for cosmetics, with an impact value of 0.517. This impact is statistically significant, as evidenced by the p-value of 0.000.

4. Conclusion

Content marketing via social media also plays a major and effective role in directing purchasing intent, this is done by providing all information with credibility and interacting with the consumer on an ongoing basis until they form positive attitudes towards the brand, Also the entertainment and emotion strongly influence women's purchasing intentions toward cosmetic.

Study suggestions and recommendations

- The dimension of content marketing significant influence over women’s purchasing intentions for cosmetics. Therefore, companies should craft content meticulously using tools such as Adobe Photoshop, Canva, CapCut, Opus Clip, Chatgpt, Flick, and Captions app. This content should be tailored to specific dimensions aimed at fostering a strong desire to purchase. Furthermore, it's crucial to gauge the attitudes of target consumers towards the brand by encouraging interaction and participation with the content. By doing so, companies can uphold positive brand perceptions and deliver products and services that fulfill the diverse needs of their audience.
- Companies must back their marketing content with reliable documentation, including sources, statistics, and visuals like pictures and graphics.
- After a month, companies should consistently evaluate their social media campaigns and content by monitoring metrics such as post frequency, impressions, and interactions. This can be efficiently using tools like HubSpot.

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