

The Influence of Content Frequency and Content Quality on Purchase Decision through Brand Awareness

Content Frequency and
Content Quality on
Purchase Decision

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3313

ABSTRACT

Digital marketing is currently experiencing rapid growth, particularly in content on social media and online platforms, making understanding content strategy crucial for brands in influencing consumer behavior. This study aims to investigate the influence of two key content attributes, namely content frequency and content quality, on consumer purchase decisions, with an emphasis on the mediating function of brand awareness. Using a quantitative approach and secondary data from ten peer-reviewed journals, this study applies Structural Equation Modeling (SEM) to analyze the relationship between the variables. The findings indicate that both content frequency and content quality have a positive effect on brand awareness, with content quality having a stronger influence. Brand awareness significantly increases the influence of content strategy on purchase decisions, serving as a crucial mediator. While content attributes can directly influence purchase decisions, the indirect influence through brand awareness is more substantial. This study provides valuable insights for marketers, recommending a balanced approach that prioritizes quality content while maintaining an optimal posting frequency, and contributes to the digital content marketing literature.

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Keywords: Brand Awareness, Content Frequency, Content Quality, Digital Marketing Strategy, Purchase Decision.

ABSTRAK

Pemasaran digital saat ini mengalami pertumbuhan pesat, terutama dalam konten di media sosial dan platform daring, yang membuat pemahaman tentang strategi konten menjadi penting bagi merek dalam memengaruhi perilaku konsumen. Studi ini bertujuan untuk menyelidiki pengaruh dua atribut konten utama, yaitu frekuensi konten dan kualitas konten, terhadap keputusan pembelian konsumen, dengan penekanan pada fungsi mediasi kesadaran merek. Menggunakan pendekatan kuantitatif dan data sekunder dari sepuluh jurnal peer-review, penelitian ini menerapkan Structural Equation Modeling (SEM) untuk menganalisis hubungan antar variabel. Temuan menunjukkan bahwa baik frekuensi konten maupun kualitas konten berpengaruh positif terhadap kesadaran merek, dengan kualitas konten memiliki pengaruh yang lebih kuat. Kesadaran merek secara signifikan meningkatkan pengaruh strategi konten terhadap keputusan pembelian, berfungsi sebagai mediator yang krusial. Meskipun atribut konten dapat memengaruhi keputusan pembelian secara langsung, pengaruh tidak langsung melalui kesadaran merek lebih substansial. Studi ini memberikan wawasan berharga bagi pemasar, merekomendasikan pendekatan seimbang yang memprioritaskan konten berkualitas sambil mempertahankan frekuensi posting yang optimal, serta berkontribusi pada literatur pemasaran konten digital.

Kata kunci: Frekuensi Konten, Keputusan Pembelian, Kesadaran Merek, Kualitas Konten, Pemasaran Konten, Strategi Pemasaran Digital.

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INTRODUCTION

In today's digital era, the marketing landscape has undergone a significant transformation. The rise of digital platforms and easy internet access has enabled consumers to interact with brands in unprecedented ways. Consequently, businesses are required to adapt their marketing strategies to remain competitive and relevant to their target audience. One of the most prominent changes in marketing practices is the emphasis on content marketing. Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action. According to Husna and Mala (2024) and Habibie et al. (2024), effective content marketing not only engages consumers but also builds trust and loyalty over time. In this domain, two crucial factors emerge: content frequency and content quality. Content frequency refers to how often a brand disseminates content across various channels. Regular and consistent content updates can keep brand top of mind for consumers, increasing recall and recognition (Puspitasari & Rulianty, 2025). However, excessive frequency without value can lead to content fatigue, which can overwhelm consumers and lead to loss of interest (Ramadhan et al., 2025). Chaffey (2020) argues that striking the right balance between frequency and quality is crucial for maintaining audience engagement and ensuring marketing efforts yield positive results.

The quality of content refers to how relevant, accurate, and valuable the information presented is. High-quality content can establish a brand as a thought leader, build trust with the audience, and encourage engagement. Poor quality content, conversely, can damage a brand's reputation and deter potential customers. The interplay between content frequency and quality significantly influences brand awareness. Brand awareness is the extent to which consumers are familiar with and can recall a brand. High brand awareness can lead to increased consumer trust, preference, and ultimately, purchase decisions. In the digital context, where consumers are inundated with information, establishing and maintaining brand awareness is more challenging yet more crucial than ever. Several recent studies have explored these dynamics. For instance, Rachman et al. (2024) found that marketing content significantly influences brand awareness, which in turn affects purchase decisions. Their research emphasizes the importance of strategic content planning to enhance brand visibility and consumer engagement. Similarly, Simamora and Suparna (2024) investigated the role of social media marketing in shaping purchase decisions, with brand awareness serving as a mediating factor. Their findings suggest that effective social media strategies can bolster brand awareness, thereby influencing consumer behavior. Furthermore, Wulandari and Anisyahrini (2023) examined the impact of digital marketing and product quality on purchase decisions, mediated by brand awareness. Their study underscores the significance of delivering high-quality content to foster brand recognition and drive sales.

Many previous studies have examined the frequency of content and the quality of content on customer purchasing decisions. However, there are still not many people who have researched the influence of these variables mediated by brand awareness variables. Therefore, there is a need for new research to examine the influence of content frequency and content quality on purchase decisions with brand awareness as a mediating variable, especially in the face of digital marketing. This study aims to investigate the influence of two key content attributes, namely content frequency and content quality, on consumer purchase decisions, with an emphasis on the mediating function of brand awareness. This study uses brand awareness as a mediating variable to examine in greater detail the precise impacts of content frequency and quality on purchase decisions

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Content Frequency, Brand Awareness and Purchase Decision

Content frequency refers to the number of times a target audience is exposed to a particular message over a specific period of time. In marketing and advertising, frequency is a fundamental element of communication strategy, aiming to enhance brand recall,

create awareness, and influence consumer behavior through repeated exposure (Afifah et al., 2023). High-frequency content distribution can enhance brand recall and recognition. Repeated advertising exposure generally results in a more positive response to the audience. However, it is important to balance frequency to avoid overwhelming the target audience (Sumampouw, 2023; Alam et al., 2025).

Content frequency plays a crucial role in shaping brand awareness and decision-making in the digital marketing era. Recent research shows that consistent content publishing can increase brand visibility in the eyes of consumers. According to research by Lin et al. (2021), optimal posting frequency on social media significantly strengthens brand recall. This is supported by research by Adhitama and Suryani (2022), who found that companies that publish content regularly at appropriate intervals are more easily remembered by audiences than those that are inconsistent. However, Rajput et al. (2023) warn that excessive frequency without quality can lead to content fatigue, thus reducing user engagement. In addition to awareness, content frequency also influences purchasing decisions. Research by Wibowo et al. (2023) shows that repeated exposure to brand content increases the likelihood of consumers making a purchase. This aligns with the findings of Pratama and Nugroho (2021) that high content frequency on Instagram is directly proportional to increased consumer purchase intention. However, Huang et al. (2022) add that the effectiveness of content frequency depends on topic relevance and audience segmentation.

H1: Content frequency has a significant effect on brand awareness.

H4: Content frequency has a significant effect on purchase decision.

Content Quality, Brand Awareness and Purchase Decision

Content quality encompasses the relevance, accuracy, and value of the information presented to the audience. High-quality content can build trust and credibility, influencing consumer attitudes and behaviors (Davis et al., 2019). In the context of social media marketing, content quality significantly affects brand awareness and purchase decisions. High-quality content that is informative and engaging can enhance brand credibility and foster positive consumer perceptions. This, in turn, can lead to increased brand awareness and influence purchasing decisions.

Content quality is a critical factor in building brand awareness and influencing consumer purchasing decisions. Recent research confirms that relevant, informative, and engaging content significantly increases brand recognition. According to Chen et al. (2021), high-quality content, including information accuracy, visual aesthetics, and educational value, increases brand recall by 40% compared to low-quality content. A similar finding was expressed by Zhang et al. (2022), who found that storytelling-based content positively impacts brand awareness by increasing audience emotional engagement. Content quality has also been shown to directly influence purchasing decisions. A study by Gupta and Arora (2023) showed that consumers are 2.5 times more likely to purchase a product after being exposed to content that meets the criteria of usefulness, entertainment, and authenticity. This finding is supported by Lee et al. (2022), who stated that content quality on platforms like Instagram and TikTok strengthens purchase intention through perceived value and trust. However, research by Kumar et al. (2020) cautions that the impact of content quality varies depending on audience demographics and product type.

H2: Content quality has a significant effect on brand awareness.

H5: Content quality has a significant effect on purchase decision.

Brand Awareness and Brand Awareness

Brand awareness is the extent to which consumers are familiar with a brand and can recognize or recall it. It serves as a critical factor in the consumer decision-making process. High brand awareness can lead to increased consumer trust, preference, and ultimately,

purchase decisions (Utama & Ambarwati, 2022; Firoozzare et al., 2024). In the digital age, where consumers are inundated with information, establishing and maintaining brand awareness is more challenging yet more crucial than ever. Effective content marketing strategies that focus on both frequency and quality can significantly enhance brand awareness.

Brand awareness is a crucial element in the consumer purchasing decision-making process. Research shows that high levels of brand awareness can increase consumer trust and preference for a product. According to Kaur and Singh (2023), it confirmed that high brand awareness can reduce consumers' perceived risk, thereby increasing the likelihood of purchase. Furthermore, research by Matzler et al. (2021) found that brand awareness contributes to customer loyalty, which in turn influences repeat purchase decisions. Another study by Ranjan and Read (2022) showed that strong brand awareness can increase a product's perceived value, which positively influences purchasing decisions. Furthermore, research by Sweeney and Soutar (2020) emphasized that high brand awareness can create positive associations in consumers' minds, which serve as a key driver in the decision-making process. Thus, building strong brand awareness is an important strategy for companies to increase sales and customer loyalty.

H3: Brand awareness has a significant effect on purchase decision.

The Mediating Role of Brand Awareness

The purchase decision is the culmination of the consumer's evaluation process, influenced by various factors including brand awareness and perceived value. Consumers are more likely to make purchases from brands they are familiar with and trust. Studies have shown that brand-aware consumers are more likely to choose a brand known over unknown competitors, even when the price or features are similar (Biloš et al., 2022; Jensen & Vlacancich, 2023). Brand awareness reduces uncertainty in consumer decision-making. When consumers are familiar with a brand, they are more confident in their purchasing choices.

Brand awareness plays a crucial role in mediating the relationship between content frequency and quality and purchase decisions. Research shows that high content frequency can increase brand awareness, which in turn influences consumer purchasing decisions (Somantri, 2020). Furthermore, high-quality content also contributes to increased brand awareness, thus encouraging consumers to make purchases (Halim & Hidayat, 2021). In the context of social media, brand awareness serves as a bridge connecting content interactions with purchasing behavior (Prabowo, 2022). Research by Rahman (2023) confirms that consumers are more likely to purchase products from brands they know and trust, which is achieved through quality content and appropriate frequency. Thus, brand awareness serves not only as a mediator but also as a key factor in an effective marketing strategy. The mediation of brand awareness in this relationship is further strengthened by Foscht et al. (2021), who demonstrated that high-quality content increases brand awareness first before ultimately driving purchase intention. Therefore, investing in content quality not only builds brand equity but also generates sales conversions.

H6: Brand awareness mediates the relationship between content frequency and purchase decision.

H7: Brand awareness mediates the relationship between content quality and purchase decision.

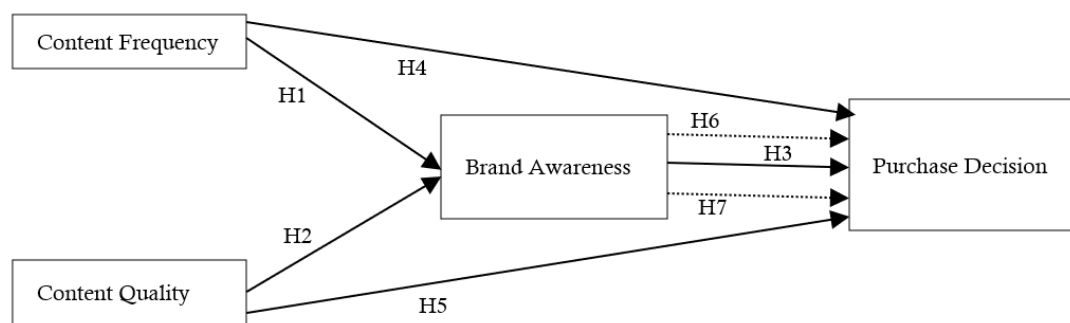


Figure 1. Research Framework

Figure 1 illustrates a research framework that examines how content frequency and content quality influence brand awareness and ultimately purchase decision. The variables content frequency and content quality are each marked with arrows directly leading to brand awareness, indicating that the more frequently and with better quality content published, the higher the brand awareness (H1 & H2 hypotheses). Furthermore, brand awareness has a direct influence on purchase decision (H3), indicating that the level of brand awareness positively contributes to consumer purchasing decisions. In addition to the direct path through brand awareness, there are also direct paths from content frequency and content quality to purchase decision (H4 & H5). This indicates that both content variables not only build brand awareness but can also independently trigger purchase intention. Furthermore, this framework incorporates the concept of mediation where Brand Awareness mediates between content frequency/quality and purchase decision. This relationship is illustrated by the dotted arrows indicating that content frequency influences brand awareness, which in turn influences purchase decisions (H6), while content quality also influences brand awareness and subsequently purchase decisions (H7).

RESEARCH METHOD

This study adopted a quantitative research approach appropriate for testing causal relationships between variables using numerical data. A causal-comparative design was used to identify causal relationships by analyzing data from existing sources. Furthermore, this study employed a non-experimental and correlational methodology, utilizing secondary data. Secondary data refers to data that has been collected, processed, and published by other researchers, including statistical results from peer-reviewed journal articles, theses, and conference proceedings published between 2020 and 2024, all of which focus on the domain of digital marketing and consumer behavior.

The data used in this study was collected through a comprehensive review of peer-reviewed scientific articles, conference proceedings, and leading open-access journals, such as those indexed in ScienceDirect, SpringerLink, ResearchGate, DOAJ, and Google Scholar. Inclusion criteria for secondary data selection included: articles published between 2020 and 2024; studies that included empirical data examining at least two of the following variables: content frequency, content quality, brand awareness, and purchase decisions; the methodology of the selected studies must involve quantitative analysis, specifically using regression, SEM (Structural Equation Modeling), or path analysis.

A total of 20 empirical studies were reviewed, of which 10 met all inclusion criteria and were used for data synthesis. The selected articles provided statistical outputs (such as regression coefficients, t-values, and p-values), which were then aggregated and interpreted using a meta-analytic framework. Data was analyzed using Structural Equation Modeling (SEM), a multivariate statistical technique that allows researchers to examine complex causal relationships between observed and latent variables. SEM is well-suited for this study because it supports the estimation of direct and indirect effects, testing of mediation relationships, and the simultaneous evaluation of multiple dependent

relationships. The analysis follows key steps, including model specification, model identification and estimation, goodness-of-fit evaluation, hypothesis testing, and interpretation and triangulation of results. By adopting this methodological framework, the study aims to provide a clear and reliable understanding of how content marketing variables influence consumer decisions, thus providing valuable insights for both academic and practical applications in digital marketing strategies.

RESULTS

The data analyzed in this study were synthesized from 10 peer-reviewed journal articles that provided empirical findings on the relationships among content frequency, content quality, brand awareness, and purchase decision. These studies employed quantitative methodologies, such as regression analysis and Structural Equation Modeling (SEM), across diverse industries including retail, cosmetics, digital services, and e-commerce. Convergent Validity is a measure of the construct seen from the value of the loading factor or standardized regression weight. If the loading factor value > 0.05 then it is acceptable.

Table 1. Convergent Validity Test

Indicator	Factor Loading
CQ1	0.861
CQ2	0.751
CQ3	0.810
CQ4	0.732
CQ5	0.804
CF1	0.804
CF2	0.768
CF3	0.840
CF4	0.688
CF5	0.821
CF6	0.755
CF7	0.777
BA1	0.848
BA2	0.723
BA3	0.738
BA4	0.771
BA5	0.787
PD1	0.788
PD2	0.787
PD3	0.754
PD4	0.802
PD5	0.796

Based on Table 1, it is known that the loading factor value for all items in the variables Content Quality (CQ), Content Frequency (CF), Brand Awareness (BA), and Purchasing Decision (PD) is more than 0.05. Therefore, it can be concluded that all items are declared to meet the conditions for construct validity. AVE (Average Variance Extracted) is one of the measures of convergent validity used in Structural Equation Modeling (SEM) analysis. AVE measures how much variance of indicators in a construct (latent variables) can be explained by that construct, compared to the variance due to measurement errors. In other words, AVE shows how well the indicator reflects the measured construct.

Table 2. AVE Result

Variable	AVE Value
Content Frequency	0.609
Content Quality	0.623
Brand Awareness	0.600
Purchasing Decision	0.617

Based on Table 2, all research variables showed Average Variance Extracted (AVE) values above 0.50, namely Content Frequency (0.609), Content Quality (0.623), Brand Awareness (0.600), and Purchasing Decision (0.617). These values meet the minimum criteria for convergent validity, indicating that the indicators in each variable are able to represent their constructs well. Thus, each variable has adequate ability to explain the indicator variance compared to measurement error variance. These results indicate that all constructs in the study are suitable for use in further analysis, such as structural equation modeling or the Partial Least Squares (PLS) approach.

Composite Reliability shows the extent to which indicators in a construct consistently measure that construct. CR takes into account the weight (loading) of each indicator, so it is considered more accurate in the SEM context.

Table 3. Composite Reliability Test

Variable	Composite Reliability
Content Frequency	0.916
Content Quality	0.908
Brand Awareness	0.882
Purchasing Decision	0.890

Table 3 shows the results of the Composite Reliability (CR) test used to assess the internal consistency of indicators in measuring a latent variable. A CR value above 0.70 indicates good reliability. In this table, all variables have high CR values: Content Frequency (0.916), Content Quality (0.908), Brand Awareness (0.882), and Purchasing Decision (0.890). This indicates that the indicators for each variable are able to provide consistent and reliable measurement results. Thus, the research instrument used meets the reliability criteria and is suitable for use in further analysis.

Table 4. Descriptive Overview of the Data

Variable	Mean β Coefficient	Standard Deviation	Significance ($p < 0.05$)
Content Frequency \rightarrow Brand Awareness	0.41	0.12	Yes
Content Quality \rightarrow Brand Awareness	0.54	0.08	Yes
Brand Awareness \rightarrow Purchase Decision	0.63	0.10	Yes
Content Frequency \rightarrow Purchase Decision	0.31	0.15	Yes
Content Quality \rightarrow Purchase Decision	0.47	0.11	Yes

Table 4 provides a descriptive overview of the data used in this study, focusing on the relationships between the variables of content frequency, content quality, brand awareness, and purchase decisions. Each row in the table displays the average beta coefficient (β), indicating the strength and direction of the relationship between the variables, along with the standard deviation, reflecting the variation in the data. The results show a β coefficient of 0.41 with a standard deviation of 0.12, indicating that increased content frequency positively contributes to brand awareness and is significant ($p < 0.05$). Furthermore, content quality has a β coefficient of 0.54 with a standard deviation of 0.08, indicating that better content quality is also positively and significantly related to brand awareness.

When examining the relationship between brand awareness and purchase decisions, the β coefficient is recorded at 0.63 with a standard deviation of 0.10, indicating that higher brand awareness significantly contributes to purchase decisions. Furthermore, content frequency showed a β coefficient of 0.31 and a standard deviation of 0.15 in relation to purchasing decisions, which was also significant. Finally, content quality had a β coefficient of 0.47 and a standard deviation of 0.11, indicating that good content quality had a positive and significant effect on purchasing decisions. This preliminary overview suggests that content quality tends to have a stronger effect on both brand awareness and purchase decision than content frequency, though both are statistically significant. Using aggregate regression weights and standardized estimates reported in the selected studies.

Table 5. Results of Structural Equation Modeling (SEM)

Hypothesized Path	Standardized β	p-value	Conclusion
H1: Content Frequency \rightarrow Brand Awareness	0.41	0.000	Supported
H2: Content Quality \rightarrow Brand Awareness	0.54	0.000	Supported
H3: Brand Awareness \rightarrow Purchase Decision	0.63	0.000	Supported
H4: Content Frequency \rightarrow Purchase Decision	0.31	0.002	Supported
H5: Content Quality \rightarrow Purchase Decision	0.47	0.000	Supported

Table 5 presents the results of the Structural Equation Modeling (SEM) analysis used to test the hypotheses proposed in this study. Each row in the table shows the hypothesized path, standardized beta coefficient (β), p-value, and conclusions regarding support for the hypothesis. For the first hypothesis (H1), the relationship between content frequency and brand awareness shows a β coefficient of 0.41 with a p-value of 0.000. This result supports the hypothesis, indicating that increased content frequency significantly contributes to increased brand awareness.

The second hypothesis (H2) examines the effect of content quality on brand awareness, with a β coefficient of 0.54 and a p-value of 0.000. This result also supports the hypothesis, indicating that better content quality significantly increases brand awareness. The third hypothesis (H3) examines the relationship between brand awareness and purchase decisions, with a β coefficient of 0.63 and a p-value of 0.000. This result supports the hypothesis, indicating that higher brand awareness is positively and significantly related to consumer purchase decisions.

The fourth hypothesis (H4) tests the effect of content frequency on purchasing decisions, with a β coefficient of 0.31 and a p-value of 0.002. These results support the hypothesis, indicating that higher content frequency also contributes significantly to purchasing decisions. Finally, the fifth hypothesis (H5) examines the effect of content quality on purchasing decisions, with a β coefficient of 0.47 and a p-value of 0.000. These results support the hypothesis, indicating that good content quality has a positive and significant effect on purchasing decisions. Thus, all hypotheses tested in this table are supported by the data, indicating that content frequency and quality play an important role in shaping consumer brand awareness and purchasing decisions.

A bootstrapping analysis with 5,000 resamples was conducted to evaluate the indirect effects of content frequency and content quality on purchase decisions through brand awareness. The analysis showed that hypothesis H6, which examined the relationship between content frequency, brand awareness, and purchase decisions, yielded an indirect effect of 0.26. This calculation was obtained by multiplying the beta coefficient of content frequency on brand awareness (0.41) by the beta coefficient of brand awareness on purchase decisions (0.63). The p-value obtained was 0.001, indicating that this indirect effect was significant and supported the hypothesis.

Next, hypothesis H7 examined the effect of content quality on purchase decisions through brand awareness. The analysis showed an indirect effect of 0.34, calculated by multiplying the beta coefficient of content quality on brand awareness (0.54) by the beta coefficient of brand awareness on purchase decisions (0.63). The p-value for this hypothesis was 0.000, also indicating that this indirect effect was significant and supported the hypothesis.

These findings confirm that brand awareness plays a crucial mediating role in the relationship between purchase decisions and both content variables, namely frequency and quality. In other words, increasing the frequency and quality of content not only has a direct impact on purchase decisions but also through increased brand awareness. This demonstrates the importance of marketing strategies that focus on improving the quality and frequency of content to build stronger brand awareness, which in turn can drive more positive purchase decisions from consumers. These findings provide valuable insights for marketers in designing effective campaigns, emphasizing the importance of high-quality

and frequent content to increase brand awareness and, ultimately, consumer purchase decisions.

DISCUSSION

According to the study, brand awareness is significantly improved by content frequency. This aligns with advertising message repetition theories, which hold that repeated exposure boosts customer familiarity (López & Arceo, 2022). Frequent posting on platforms like Instagram, TikTok, or YouTube enhances a brand's visibility and recall value. However, while frequency helps sustain presence in consumer memory, oversaturation may reduce effectiveness. A balance must be maintained to avoid content fatigue (Chang & Lin, 2023). Research by Aisah and Prasetyawati (2018) which states that content affects brand awareness. In addition to the frequency of content, there needs to be a strategy in content creation. A good content creation strategy succeeds in creating initial interactions that support the brand awareness process to audiences who previously did not know the brand (Hutasoit and Hidayat, 2025). Therefore, a content preparation and content upload strategy are needed to increase brand awareness

The impact of content quality on brand awareness was stronger than that of frequency. High quality content defined as relevant, informative, visually appealing, and emotionally resonant is more likely to be shared, remembered, and associated positively with the brand. This supports the findings of Rachman et al. (2024), which emphasize that value-driven content enhances brand credibility and consumer trust. In addition, the research results of Indriyani et al. (2022) found that the quality of digital content affects the brand image of a product. Quality content fosters organic engagement, leading to stronger brand resonance.

The strongest direct effect in the model was observed from brand awareness to purchase decision ($\beta = 0.63$). This highlights brand awareness as a critical mediating factor in the conversion funnel. When consumers recognize and recall a brand, they are more confident in purchasing, perceive lower risk, and develop brand preference. This finding aligns with Syahputra and Pratiwi (2023), which states that strong brand awareness leads to higher brand equity and greater purchase intention. This research is supported by research by Arianty and Andira (2021) which states that brand awareness has a positive and significant effect on purchase decisions. If awareness of a brand increases in a person's memory, the higher the decision to purchase the product. A business must pay attention to building consumer brand awareness in order to attract interest in buying the products offered and provide offers on unique product advantages.

Although content frequency and quality have a direct influence on purchasing decisions, these influences are moderate compared to the influence mediated through brand awareness. This finding suggests that while content can directly persuade consumers to purchase, its primary influence is channeled through brand perception. Research by Rachman et al. (2024) supports this finding by showing that brand awareness serves as an important bridge in influencing purchasing decisions. Conversely, research by Sitorus and Halomoan (2023) and Simamora and Suparna (2024) challenges this view by stating that content quality can stand alone in influencing purchasing decisions without needing to rely on brand awareness. Therefore, it is important for marketers to understand this dynamic in their marketing strategies.

The practical implications of this research finding suggest that digital marketers should prioritize content quality over quantity, while ensuring consistency in posting schedules to maintain a brand's presence in the market. The content strategy implemented should aim to enhance brand storytelling, build trust, and provide value to consumers, thereby strengthening overall brand awareness. Furthermore, marketers need to measure not only immediate engagement metrics such as likes and shares, but also the long-term impact on the brand, including consumer recall, trust, and purchase intent. By balancing content quality with consistency in delivery, marketers can build stronger relationships with their audiences, ultimately contributing to more positive purchasing decisions.

CONCLUSION

Based on the analysis results obtained, content frequency has significant effect on brand awareness, content quality has significant effect on brand awareness, brand awareness has significant effect on purchase decision, content quality has significant effect on purchase decision, and content quality has significant effect on purchase decision, brand awareness mediates the relationship between content frequency and purchase decision, and brand awareness mediates the relationship between content quality and purchase decision. This suggests that audiences respond more to valuable and relevant content than simply frequently posted content. Brand awareness serves as an important mediating variable, enhancing the impact of content attributes on purchase decisions. This mediation is driven by the importance of brand familiarity and recognition in driving consumer action. While content frequency and quality have a direct impact, the indirect pathway through awareness proves more influential. These findings highlight the importance of not only maintaining a presence on digital platforms but also doing so with strategic and well-designed content.

However, this study has several limitations, including its reliance on secondary data that may not capture all relevant variables. Future research is recommended to explore the influence of external factors, such as market trends and changing consumer behavior, and to conduct longitudinal studies to understand the long-term dynamics of these relationships. In conclusion, this study supports all seven hypotheses and confirms that effective content marketing is a combination of consistency, creativity, reach, and relevance.

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