

# Research on the Influence of Content Marketing on Consumer Purchase Intention--The Case of Damfool

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**Abstract:** Content marketing is divided into four dimensions: informational content, entertainment content, emotional content and interactive content, and brand resonance is taken as a mediating variable to study the influence mechanism of content marketing on consumer purchase intention. Taking Damfool as an example, this paper constructs an analytical model of "content marketing - brand resonance - consumer purchase intention" based on the SOR model, and proposes the research hypothesis. The research data is obtained through questionnaire survey and the data is analyzed by AMOS to verify the hypothesis. The results show that: content marketing has a positive effect on consumer purchase intention and brand resonance; brand resonance has a positive effect on consumer purchase intention; brand resonance plays a mediating role in the process of content marketing on consumer purchase intention.

**Keyword:** Content marketing; Brand resonance; Consumer purchase intent; Perfume

## 1. Introduction

In the age of social media, the role of traditional marketing means is shrinking by the day, and content marketing, which combines a variety of marketing advantages, is becoming the main marketing method for enterprises. With the advent of the olfactory era, perfume is one of the products with the most development potential at present, and the characteristics of content marketing are exactly in line with the subjective needs of perfume.

Damfool was established in 2021. As an emerging domestic niche perfume brand, Damfool has infused fresh blood into Chinese perfume market with its crazy scents and constant creative inspiration. One of the most praised aspects of the brand is the richness of the stories behind its perfume creations. In an attempt to provide theoretical guidance for other perfume brands to carry out effective marketing activities, this paper takes Damfool as an example to study the relationship between content marketing and consumer purchase intention based on the SOR model with brand resonance as the mediating variable.

## 2. Modelling and Research Hypothesis

### 2.1 Modelling

Content marketing can help enterprises better capture consumer minds<sup>[1]</sup>, influence consumers' attitudes towards the brand as well as their purchase intention and occupy more markets<sup>[2]</sup>. However, for different products, the focus of consumers is not the same. Therefore, enterprises need to flexibly adjust the content of the information delivered, and content marketing also needs to be changed according to different product categories. Based on the SOR model, the thesis takes content marketing as an external environmental stimulus, which in turn influences consumers' hearts and produces brand resonance, and ultimately influences consumers' purchase intention. At the same time, according to the existing literature<sup>[3-5]</sup>, the thesis combines the consumer behaviour of purchasing perfume and subdivides content marketing into four dimensions: informative content, entertainment content, emotional content and interactive content. Consumers receive the content information they need from the enterprise's content marketing. The more intense the brand resonance can trigger, the more it can generate consumer purchase intention. The specific analysis model is shown in Figure 1.

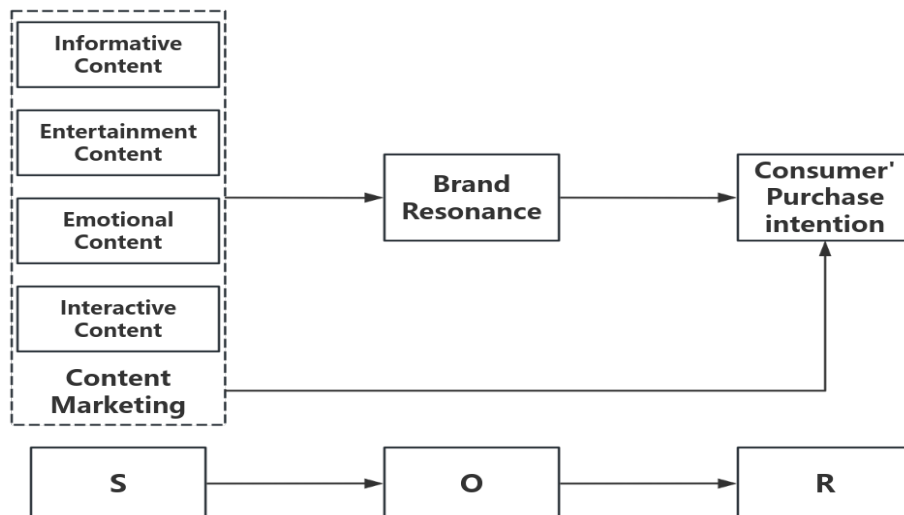


Figure 1: Analytical model of the impact of content marketing on consumer purchase intention

## 2.2 Research Hypothesis

### 2.2.1 The Impact of Content Marketing on Consumer Purchase Intentions

Handley points out that the dissemination of interesting content can effectively capture the attention of consumers, promote their deep understanding and recognition of the brand, and thus stimulate their willingness to buy<sup>[6]</sup>. Ma Hongyan finds that content marketing produces different stimuli depending on the content as well as the mode of communication<sup>[7]</sup>. Accordingly, the study proposes the following hypothesis:

- H1: Content marketing positively and significantly influences consumer purchase intention.
- H1a: Informative content positively and significantly influences consumer purchase intention.
- H1b: Entertainment content positively and significantly influences consumer purchase intention.
- H1c: Emotional content positively and significantly influences consumer purchase intention.
- H1d: Interactive content positively and significantly influences consumer purchase intention.

### 2.2.2 The Impact of Content Marketing on Brand Resonance

Brand resonance is a spiritual exchange between the brand, its creator and its consumers, and is a deep psychological connection established between consumers and the brand<sup>[8]</sup>. Li Yuxuan finds that content marketing has a positive impact on both customer perceived value and brand resonance, and functional logic has the greatest impact on brand resonance<sup>[9]</sup>. Based on the above studies, the thesis proposes the following hypothesis:

- H2: Content marketing has a significant positive impact on brand resonance.
- H2a: Informative content has a significant positive impact on brand resonance.
- H2b: Entertainment content has a significant positive impact on brand resonance.
- H2c: Emotional content has a significant positive impact on brand resonance.
- H2d: Interactive content has a significant positive impact on brand resonance.

### 2.2.3 The Impact of Brand Resonance on Consumer Purchase Intention

Brand resonance can increase consumer trust and reliance on the brand, leading to increased customer loyalty. Yu Kefa further reveals how brand resonance promotes the formation of consumer purchase intention by studying the relationship between brand resonance, brand preference, and brand perception<sup>[10]</sup>. Wang Haizhong finds that brand resonance has a positive relationship with both brand extension and consumer repeated purchase intention<sup>[11]</sup>. Accordingly, the following hypothesis is proposed in this paper :

- H3: Brand resonance can positively and significantly influence consumer purchase intention.

**2.2.4 The Mediating Role of Brand Resonance**

Content marketing influences consumers' internal activities through storytelling and other forms to stimulate consumers' brand resonance, which influences consumers' brand attitude and promotes the formation of final purchase intention<sup>[12]</sup>. Therefore, brand resonance plays a positive mediating role in the mechanism of content marketing influence on consumer purchase intention. Accordingly, the study proposes the following hypothesis:

- H4: Brand resonance plays a mediating role between content marketing and purchase intention.
- H4a: Brand resonance plays a mediating role between informative content and purchase intention.
- H4b: Brand resonance plays a mediating role between entertainment content and purchase intention.
- H4c: Brand resonance plays a mediating role between emotional content and purchase intention.
- H4d: Brand resonance plays a mediating role between interactive content and purchase intention.

**3. Questionnaire Design and Data Collection**

**3.1 Questionnaire Design**

Based on the relevant mature scales, the study constructs a content marketing measurement scale, as shown in Table 1.

Current research on brand resonance is basically based on Keller's four-dimensional model. In this study, after improving on this basis, the following scale is designed, as shown in Table 2.

By referring to Lia & Bernd and several scholars' scales<sup>[13]</sup>, this paper designs the consumer purchase intention measurement scale as shown in Table 3.

**3.2 Data Collection**

Firstly, through the questionnaire pre-survey, the problems in the scale design were found and improved. In order to ensure the reliability of the data, more classical scales were used in the formal questionnaire, and some original scales were deleted. All questionnaires in the formal survey were distributed online through WeChat groups and Little Red Book platform. A total of 282 questionnaires were eventually recovered, of which 249 were valid.

*Table 1: Measurement scale for content marketing*

Variables	Dimensions	Questionnaire items	Sources of questions
Content marketing	Informative content	I can get information related to the brand or product from the content posted by the brand.	Preece(2000) Carolin(2007)
		I can get practical information from the content posted by the brand.	
		I can get what I want from what the brand publishes.	
		I can find information of value to me in the content posted by the brand.	
	Entertainment content	I found the brand's release very interesting.	Liu and Amett(2000)
		I think the brand releases content that can intrigue me and fill my imagination.	
		I think the brand releases content that can excite and thrill me.	
	Emotional content	I think the brand releases content that I can relate to.	Sun Tianxu(2016)
		I think the brand publishes content that touches my heart.	
		I learn about the core of the brand from the content the brand publishes.	
	Interactive content	By following the brand, I discovered many people similar to me.	Barker(2009) Ji Xiaofen,Zhao Yang(2023)
		I've met a lot of interesting people through the brand.	
If I had the opportunity, I would love to interact with brands as well as fans.			

Table 2: Measurement scale for brand resonance

Variables	Dimensions	Questionnaire items	Sources of questions
Brand resonance	Behavioral loyalty	I'm tempted to buy.	Park(2010) Drenger(2012) Keller(2001)et al.
		I would love to buy the new products introduced by the brand.	
		Next time I buy a perfume, I will choose this brand.	
	Attachment	I'm starting to like the brand.	
		The brand can give me the feeling I am looking for.	
		I am willing to describe my thoughts and attitudes about the brand to others.	
	Community	I would love to speak with the owner of the brand.	
		I would like to interact with the brand.	
	Active engagement	I'm willing to take the time to explore the information and content about the brand.	
		I am willing to take the time to follow events related to attending the brand.	

Table 3: Measurement scale of consumer purchase intention

Variables	Questionnaire items	Source of questions
Consumer purchase intention	This brand is worth buying.	Lia & Bernd(2010) Pual & Yue Chen(2011)
	I would like to continue to follow the brand.	
	I would buy the brand if needed.	
	I would recommend the brand to others.	

#### 4. Data Analysis

##### 4.1 Reliability and Validity Analyses

The Cronbach's Alpha coefficients of the three scales of content marketing, brand resonance and consumer purchase intention in the questionnaire are 0.758, 0.951 and 0.867 respectively, which are greater than 0.7 and indicate that this survey has a good level of reliability. In addition, the KMO values of the three scales are 0.746, 0.961 and 0.834, which are all greater than 0.7, and the significance of the Bartlett's test of sphericity is 0.000, which indicates that the questionnaire has good validity.

##### 4.2 Correlation Analysis

This paper adopts Pearson coefficient to analyse the correlation between various dimensions of content marketing (informative content, entertaining content, emotional content, interactive content) with brand resonance and consumer purchase intention, the specific results are shown in Table 4.

Table 4: Pearson correlation analysis

Variables	Informative content	Entertainment content	Emotional content	Interactive content	Brand resonance	Consumer purchase intention
Informative content	1					
Entertainment content	.249**	1				
Emotional content	.326**	.494**	1			
Interactive content	.243**	.339**	.433**	1		
Brand resonance	.488**	.528**	.544**	.605**	1	
Consumer purchase intention	.409**	.493**	.493**	.409**	.721**	1

\* Significant at the 0.05 level (two-tailed); \*\* Significant correlation at the 0.01 level (two-tailed).

The data in Table 4 shows that there is a significant positive correlation between each variable. The correlation coefficients between the four dimensions of content marketing and brand resonance are 0.488, 0.528, 0.544 and 0.605 respectively, while the correlation coefficients with the consumer purchase

intention are respectively 0.409, 0.493, 0.493 and 0.409, all of which are greater than 0.4 and show strong correlation. The correlation coefficient between brand resonance and consumer purchase intention is 0.721, which is highly correlated.

According to the results of correlation analysis, structural equation modelling can be used for path coefficient analysis to verify the hypothesis.

#### 4.3 Hypothesis Testing

This paper uses AMOS24 to construct a structural equation model to test the hypotheses by calculating the path coefficients, as shown in Table 5.

Table 5: Structural equation path analysis test results

Path relation		Estimate	S.E.	C.R.	P
Consumer purchase intention	<--- Informative content	0.212	0.069	3.048	0.002
Consumer purchase intention	<--- Entertainment content	0.174	0.064	2.466	0.014
Consumer purchase intention	<--- Emotional content	0.251	0.067	3.509	***
Consumer purchase intention	<--- Interactive content	0.234	0.071	3.277	0.001
Brand resonance	<--- Informative content	0.211	0.068	3.167	0.002
Brand resonance	<--- Entertainment content	0.249	0.064	3.655	***
Brand resonance	<--- Emotional content	0.214	0.066	3.161	0.002
Brand resonance	<--- Interactive content	0.245	0.069	3.597	***
Consumer purchase intention	<--- Brand resonance	0.189	0.072	2.583	0.011

As the data in Table 5 shows, informative content, entertaining content, emotional content and interactive content of content marketing positively and significantly promote consumer purchase intention, with path coefficients  $\beta$  of 0.212, 0.174, 0.251 and 0.234 respectively, and  $p < 0.05$ , so that hypotheses H1a, H1b, H1c and H1d are valid, and hypothesis H1 is also valid with them. Meanwhile, according to the standardized path coefficients, it can be seen that emotional content has a greater impact on consumer purchase intention, followed by interactive content.

As for brand resonance, all four dimensions of content marketing positively and significantly affect brand resonance, with path coefficients  $\beta$  of 0.211, 0.249, 0.214 and 0.245 respectively, and  $p < 0.05$ , so that hypotheses H2a, H2b, H2c and H2d are valid, and hypothesis H2 follows. Among them, entertainment content and interactive content have the greatest level of influence on brand resonance, which is almost equal.

The results of the path relation hypothesis test show that brand resonance significantly and positively influences consumer purchase intention, with a path coefficient  $\beta$  of 0.189 and  $p < 0.05$ , so hypothesis H3 is valid.

#### 4.4 Testing the Mediating Effect of Brand Resonance

The study uses Bootstrap method to validate the mediating role of brand resonance between the dimensions of content marketing and consumer purchase intention and the results are shown in Table 6.

According to the data in Table 6, through the analysis of Bootstrap 95% confidence interval, the direct impact of content marketing dimensions on consumer purchase intention and its mediating effect through brand resonance are significant, and the upper and lower limits of its confidence interval do not cover the value of 0, which indicates that content marketing not only directly promotes the consumer purchase intention, but also indirectly has a role in purchase intention through brand resonance, and the mediating effect is significant. The level of mediation effect is more than 25%. At this point, hypothesis H4 and H4a, H4b, H4c, H4d are all valid.

The data in Table 6 show that the mediating effect of brand resonance is most obvious in the process of entertaining content on consumer purchase intention. With the increasing improvement of living standards, for perfume and other leisure goods, consumers hope that the process of choosing goods can be full of fun and enjoyment. Therefore, the focus of corporate marketing activities should also be

appropriately tilted to the entertainment direction, and some game-based interaction or entertainment themes should be added to stimulate consumer interest.

Table 6: Brand resonance mediating effect test

Path relation	Effect	Efficiency value	se	LLCI	ULCI	Proportion
Informative content —— consumer purchase intention	Total effect	0.292	0.065	0.165	0.419	100%
	Direct effect	0.199	0.627	0.075	0.322	68.2%
	Indirect effect	0.093	0.024	0.498	0.141	31.8%
Entertainment content — — consumer purchase intention	Total effect	0.285	0.059	0.168	0.402	100%
	Direct effect	0.182	0.059	0.066	0.259	63.9%
	Indirect effect	0.103	0.025	0.058	0.157	36.1%
Emotional content —— consumer purchase intention	Total effect	0.285	0.057	0.173	0.397	100%
	Direct effect	0.206	0.055	0.098	0.315	72.3%
	Indirect effect	0.079	0.023	0.039	0.128	27.7%
Interactive content —— consumer purchase intention	Total effect	0.316	0.057	0.203	0.429	100%
	Direct effect	0.227	0.056	0.116	0.339	71.8%
	Indirect effect	0.089	0.023	0.049	0.139	28.2%

## 5. Conclusions and Recommendations

### 5.1 Conclusions

First, all four dimensions of content marketing have a positive impact on consumer purchase intention, but the level of influence varies across dimensions, with emotional content and interactive content having the greatest influence on consumer willingness to buy.

Second, content marketing has a significant positive impact on building and enhancing brand resonance. All four dimensions of content marketing significantly influence brand resonance, but the level of influence on brand resonance varies across dimensions, with entertainment content and interactive content having the greatest influence.

Third, brand resonance positively influences consumer purchase intention.

Fourth, brand resonance plays a mediating role in the mechanism of content marketing influence on consumer purchase intention, and the level of influence is more than 25 percent.

### 5.2 Marketing Recommendations

Based on the above analysis results, the paper puts forward the following marketing suggestions for beauty products such as perfume.

Firstly, refine informative content. Since enterprises are the main way for consumers to obtain product information, they need to simplify the informative content and highlight the most important selling points. For example, the information content of Damfool mainly highlights "50% concentration of perfume". By highlighting key information such as high concentration and limited edition, it differentiates itself from other perfumes on the market and stimulates consumer interest and purchase intention.

Secondly, increase the entertainment value of the content. In order to relieve the pressure of work and life, many consumers use shopping as a way to express their emotions. At this point, the product no longer provides a practicality, but rather of an emotional value. Consumers want to make themselves happy through consumption, satisfying themselves and releasing stress at the same time. Therefore, the marketing of the product should incorporate more entertaining content. The perfumes of Damfool all have their own story background, in which there are protagonists and supporting characters. Under such a background, it is easy for consumers to be interested and excited, curious and imaginative.

Thirdly, give the content an emotional connection. The subjective nature of the sense of smell determines that perfume is very likely to be accompanied by personal emotional factors. Perfume is therefore a good vehicle for emotional content marketing. The product can be made to resonate with consumers through relevant story content, thus better promoting consumption. Each bottle of perfume of Damfool has its own story. Through the way of storytelling, it is easy to draw closer to the consumer and create emotional resonance.

Fourthly, strengthen the interactivity of the content. The emergence of e-commerce has changed the shopping habits of consumers and the emergence of the internet has greatly changed the way consumers socialize. People's social interaction has gradually shifted from offline to online, and most consumers are more willing to interact online. Damfool has created accounts on several social platforms to actively create an interactive environment with consumers. By posting works to cause relevant interactions, it has gradually narrowed the distance between the brand and consumers.

Fifthly, focus on the role of brand resonance. As a mediating variable, brand resonance has a significant positive effect on consumer purchase intention. Consumers resonate with the brand, which to a large extent can promote re-purchase, and even help the brand to promote the relevant content. Content marketing is a good tool for achieving brand resonance. Brands need stories and more valuable content to trigger resonance. Through the exchange of hearts and minds with consumers to create a stronger link, the brand can achieve the long-term development.

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