



Content marketing in the digital era; Understanding the influence of blogs and articles in the beauty industry

*Marketing de contenidos en la era digital;
comprensión de la influencia de los blogs y artículos
en la industria de la belleza*

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Abstract

This study aimed to measure the importance of blogs and articles as content marketing strategies in the beauty sector, focusing on their ability to enhance brand attitudes, engage consumers, and significantly shift their perceptions. This study uses three concepts: Content Quality (CQ), Engagement Factors (EF), and Consumer Perception (CP) to investigate the role of prolonged content, including blogs and articles, on the brand feeling of customers in the beauty sector. This research used a structured questionnaire to interview 403 beauty-content consumers in Bangladesh and analyzed the results with PLS-SEM (SmartPLS v3.3.2). Because of the platform-based selection of active beauty users, a non-probability convenience study was adopted, which is effective in initial context-specific studies. This study had the following three hypotheses: H1: CQ = Brand Attitude (DV); H2: EF = DV; and H3: CP = DV. Since the greatest positive paths are between CP ($\beta = 0.374$), CQ ($= 0.300$), and EF ($= 0.199$) and DV (all $p < .001$), the results confirm all the hypotheses. These results indicate that positive consumer attitudes, expressive interaction, and clearer and more trustworthy content can be combined to enhance brand attitudes towards beauty products. The study conceptually contributes to the body of literature on Media Richness and the utility of Internet-based content by showing that longer beauty articles can always enhance brand perceptions in terms of informative richness and engagement strategies. To boost trust and loyalty, the

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findings can be used to inform the development of evidence-based content strategies (including social sharing, feedback loops, clarity, relevance, and credibility).

JEL Code: M31, M37, M150

Keywords: beauty industry; content marketing; PLS-SEM method; consumer attitude; media richness theory

Resumen

Este estudio tuvo como objetivo medir la importancia de los blogs y artículos como estrategias de marketing de contenidos en el sector de la belleza, centrándose en su capacidad para mejorar las actitudes hacia la marca, involucrar a los consumidores y modificar significativamente sus percepciones. Este estudio utiliza tres conceptos: Calidad del Contenido (CQ), Factores de Compromiso (EF) y Percepción del Consumidor (CP) para investigar el papel del contenido prolongado, incluidos blogs y artículos, en la percepción de la marca por parte de los clientes en el sector de la belleza. Esta investigación utilizó un cuestionario estructurado para entrevistar a 403 consumidores de contenido de belleza en Bangladesh y analizó los resultados con PLS-SEM (SmartPLS v3.3.2). Debido a la selección basada en plataforma de usuarios activos de belleza, se adoptó un estudio no probabilístico por conveniencia, el cual es efectivo en estudios iniciales específicos de contexto. Este estudio planteó las siguientes tres hipótesis: H1: CQ = Actitud hacia la Marca (VD); H2: EF = VD; y H3: CP = VD. Dado que las trayectorias positivas más altas se encuentran entre CP ($\beta = 0.374$), CQ ($= 0.300$) y EF ($= 0.199$) y VD (todas $p < .001$), los resultados confirman todas las hipótesis. Estos resultados indican que las actitudes positivas de los consumidores, la interacción expresiva y un contenido más claro y confiable pueden combinarse para mejorar las actitudes hacia la marca de productos de belleza. El estudio contribuye conceptualmente al cuerpo de literatura sobre la Teoría de la Riqueza de los Medios y la utilidad del contenido basado en Internet al mostrar que los artículos de belleza más extensos pueden mejorar las percepciones de marca en términos de riqueza informativa y estrategias de compromiso. Para aumentar la confianza y la lealtad, los hallazgos pueden utilizarse para informar el desarrollo de estrategias de contenido basadas en evidencia (incluyendo el intercambio en redes sociales, ciclos de retroalimentación, claridad, relevancia y credibilidad).

Código JEL: M31, M37, M150

Palabras clave: industria de la belleza; marketing de contenidos; método PLS-SEM; actitud del consumidor; teoría de la riqueza de los medios

Introduction

In today's digital landscape, content marketing has become an essential strategy in the beauty industry, where brands increasingly rely on blogs and articles to connect with consumers and shape their brand perceptions (Bubphapant & Brandão, 2023). Content marketing is considered a revolutionary approach for enterprises in the information technology epoch and has tremendously influenced the beauty industry (du Plessis, 2022). With the highly efficient and unlike traditional forms of advertising which employ packaged information (Lou & Xie, 2020), content marketing revolutionises company interactions and customer relationships through the informative delivery of content. Brands in the beauty industry use content marketing to reach consumers through interest-based stories, good co-production, and realistic conversations on social networks (Marchowska-Raza, 2024). In Tongoi's (2023) analysis of the use of

effective digital marketing strategies for beauty products, the author observed that, through content marketing, companies increase their sales by involving customers in meaningful conversations and creating a community (Abraham et al., 2022).

Media Communication shows that brand communication is significantly influenced by social media platforms that are widely used for brand advertisements (Magdalena, 2024). As Assis et al. (2020) discussed, instead of using advertisements, beauty brands use blogs and articles to inform buyers about their core principles and product details. Consumers in the beauty industry remain loyal to products that appear real and provide value. Therefore, they engage more with businesses that share instructional and appealing stories through articles and blogs (Rathnayake & Lakshika, 2022).

Indeed, market research shows that the cosmetics industry worldwide reached \$465, 72 billion in 2021 and will have sustainable development in the future, \$ 579,22 billion in 2025. 66% of consumers discover beauty brands through celebrity endorsements and bloggers (HelpLama, 2023). This growth is particularly attributable to the increased customer frequency of cosmetics, with each customer spending an average of \$182.3 annually. As evident from blogger advertising and social marketing, which improve consumer engagement and loyalty to brands, content marketing plays a significant role in purchase decisions in this industry (Fortune Business Insights, 2024).

As multinational beauty companies splash billions on advertising, the clear necessity for sustainable growth is a thorough understanding of content marketing strategies and their complex ripple effects (Cheung et al., 2020). An entertaining and pertinent read to help beauty companies increase their online visibility (Chen, 2024; Fitri & Ananta, 2025). Differences are observed in several industrial sectors and consumer segments; the physical environment controls 85% of retail cosmetics sales. Approximately 60% of beauty products purchased by Gen Z are single-phase goods bought directly from outlets (Magdalena, 2024; Turcu & Brancu, 2023). Beauty businesses are expected to have invested \$7.7 billion in marketing in 2022, while 42% of shoppers under 18-24 ages claimed that social media influenced them to buy beauty products (HelpLama, 2023). This study contributes to the existing knowledge on how content marketing might evolve to address an informed, technology-savvy audience.

Several studies focusing on digital content marketing in the beauty industry have emphasised the role of social media and short-form content, such as videos and influence-driven posts, in shaping consumer behaviour and brand loyalty (Anagnostou, 2024; Bakri, 2023; Childs, 2022; Delbaere, 2020; Ravishankar & Dhekle, 2021; Widiari, 2023). Although platforms such as Instagram, YouTube, and TikTok are effective for brand awareness through visually appealing and relatable content, they often lack the depth required to endure consumer trust (Ningsih, 2023). Studies show that while authenticity in influencer relationships can foster engagement, blogs and articles have untapped potential for building brand loyalty by offering more detailed insights into a brand's values, ethics, and product effectiveness

(Ekaputri et al., 2021; Subasinghe & Weerasisri, 2020). Few studies have examined how longer, narrative-driven content, such as blogs and articles, can strengthen brand perception and foster genuine connections (Jafarova & Tolon, 2022; Kusuma, 2024). While e-WoM from beauty bloggers strengthens brand credibility, empirical studies on the effectiveness of social media marketing have not focused on brand activities (Cheung et al., 2021; Fadillah & Kusumawati, 2021; Munaro et al., 2021).

Stories and posts enhance customer satisfaction and trust; however, their use in content marketing strategies for beauty firms has often been overlooked (Urefe et al., 2024). Despite the significant influence of user-generated content on luxury beauty brands, expert blogs and sponsored articles remain more effective for brand perception, highlighting a research gap in understanding the role of blogs in consumer trust and engagement (Patel, 2021; Perkins, 2023).

Few studies have been conducted on long-form evidence, such as blog articles boosting customer trust, brand loyalty, and engagement within the beauty industry, and many studies have focused on the effects of short-form social media content and its impact on buyers' decisions and brand loyalty (Magdalena, 2024). This study seeks to fill this gap by identifying how good online content, such as blogs and articles, shapes audiences' perceptions and fosters long-term bonding among brands in the digital realm using an empirical approach. Moreover, this study evaluated how such content enhances the buying process and brand image by focusing on attributes such as factual value, credibility and ethical standards.

Using the PLS-SEM model for statistical analysis, this study revealed that high-quality materials, particularly blogs and articles, strongly influenced brand understanding in the beauty sector. Such in-depth content and credibility contribute to building consumer trust and establishing enduring brand partnerships. Additionally, social sharing and feedback from active customers foster a community-driven brand image.

Based on past studies and conceptual models, this study investigates the direct relationship between consumer perception, nature of engagement, quality of content, and brand attitude in the cosmetics industry. Consequently, this study formulated the following hypotheses:

H1: Content Quality (CQ) positively affects Brand Attitude (DV) in the beauty industry.

H2: Engagement Factors (EF) have a positive association with Brand Attitude (DV).

H3: There is a positive relationship between Consumer Perception (CP) and Brand Attitude (DV).

Research Questions

RQ1. To what extent does blog- and article-based content marketing influence clients' perceptions and engagement with beauty companies?

RQ2. In what ways does the availability of blogs and articles enable beauty buyers to identify and rely on brands?

Literature review

A publisher mindset can help enterprises build their digital presence, thereby creating avenues for customer engagement (Zhang & Zhang, 2024). In addition, it is cheaper than traditional advertising because a company can create and curate content which best speaks to its target consumers on websites, blogs, and social media (Bubphapant & Brandão, 2023; Cheung et al., 2020).

Digital influencer and beauty brand collaborations play a critical role in modern content marketing strategies that effectively increase customer satisfaction, brand recognition, and purchase intention in the beauty industry (Bevan-Dye, 2024). The strategic role of content marketing tools, such as blogs and articles, especially in the beauty industry, is to build relationships between brands and customers and for brand development (Xie and Lou, 2020).

Trends in marketing

Digital marketing has advanced and changed many general approaches, providing businesses with new means of interacting with customers in the contemporary world (Mishra, 2019). Hermayanto (2023) explained the key factors for exploiting digital marketing, namely, social media marketing, building an online profile, and metrics-oriented tactics involved in influencer marketing and SEO.

Punjabi et al. (2024) emphasized that social media is capable of transforming engagement related to brands, and influencer collaboration, not just the reach of the brand multiplies but, real time interaction is possible like Facebook and Instagram. Singh (2024) posited that content marketing tools, including blogs, videos, and infographics, would help gain beauty customers' attention and develop long-lasting customer relationships.

In this study, the concepts of personalisation and data analytics were evident. To expand on complex data analysis, as well as KPIs of digital marketing optimisation (Kumari & Verma, 2024), with the help of technologies such as 5G, augmented reality, and artificial intelligence, digital marketing can be completely different. They explained the application of AR and 5G in designing appealing customer experience. Kumari & Verma (2024) argued that the challenging aspects of digital marketing, such as market saturation, a shift in algorithms, and privacy issues, ought to cause firms headaches in their efforts to cope. Johnson (2022) proposed that to win customer trust, the compliance/ legal analysis of personalization. Singh (2024) mentioned issues concerning the integration of efforts on different platforms and the multichannel approach.

In this regard, three expansion opportunities are voice search optimisation, artificial intelligence personalisation, and ethical data usage (Kumari & Verma, 2024). Johnson (2022) found augmented- and virtual-reality based marketing content experience.

Digital content marketing in beauty sector

Drossos et al., (2024) investigated the impact of digital content marketing on client purchasing inclinations relating to natural beauty products, focusing on indirect effect of perceived faith. They surveyed 469 respondents and found that digital content marketing greatly influences customers' propensity to purchase through direct and indirect influences, with age as a moderating factor. Anagnostou (2024) also examined beauty brands and their methods of using social media platforms to advertise their short videos. The authors employed a content analysis strategy and supplemented it with data from consumer polls to explain the factors responsible for video virality.

Another study by Bakri (2023) investigated how company efficiency in the beauty industry is affected by digital marketing strategies such as influencer alliances, social media engagement, customised content, and multichannel integration. By employing a mixed-methods approach, this study discovered strong relationships between these strategies and outcomes, such as marketing return on investment (ROI), customer loyalty, sales increase, and consumer trust.

Ningsih et al. (2023) explained that content marketing through beauty influencers influences consumer awareness, purchasing decisions, and replaying intentions of using shop-affiliate links. Using SEM to analyse 285 responses from participants, this study investigated the efficiency of different content marketing strategies in improving brand engagement and repeat businesses in e-commerce settings. Kusuma (2024) suggests that firms operating within the beauty industry should consider adopting digital marketing strategies to improve their performance. This study presents authenticity as the most important factor in creating impactful relationships with customers in competitive markets.

Ravishankar & Dhekle (2021) explored the impact of marketing on Instagram by Indian organic cosmetics companies on young women. This study investigates content products, instructional materials, and interactions with influencers that develop user engagement with the brand and influence purchase decisions through Instagram. Gani et al. (2022) studied how buying organic beauty goods and customer participation takes place via online platforms. Their study found that social media and customer interaction are factors that improve buying intention, prompting organic beauty industry companies to adopt social media to stimulate customer activities and behaviours.

Widiari et al. (2023) investigated how content marketing and the "Instafamous" personality affect Indonesians' perceptions of local brands and their cosmetic purchase intentions. Their study also

established that influence and content marketing ensure that better general opinions occur among local business customers, thus affecting their purchasing desire. This study establishes the role of customer perception as an enabler of the relationship between digital marketing strategies and purchasing decisions.

Childs (2022) extended the work on how digital platforms push Black women, especially content creators, to contest and reshape the beauty industry's norms through overt challenges to colorism and demands for diversity. Through Critical Techno-cultural Discourse Analysis, Childs points to ways in which Black women can employ YouTube and Instagram as sites of relational compatibility, where one might contest notions of beauty and push companies toward more inclusive approaches.

Assis et al. (2020) seek to establish the role that blogs play in influencing client decisions on the purchase of beauty products. Assis et al. (2020) pointed out that blogs play a vital role in persuading customers' choices by enhancing customer familiarity with new products, encouraging purchase purposes, and providing suggestions or feedback from or through blogs.

Theoretical background

Daft & Lengel (1984) first introduced Media Richness Theory (MRT) as "Characteristics of media that determine richness of information processed". MRT is media richness, which is a communication channel's capability to deliver messages effectively using in-depth information. MRT comprises four elements: multiple cues, immediate feedback, personal focus, and variety of language (Tseng & Wei, 2020). According to Shandy et al. (2023), MRT in the context of digital content can assist in more active communication and engagement among brands, digital platforms, and consumers.

As articles and blog posts are more informative sources of media, Media Richness Theory suggests that both types of media are very effective for marketing, particularly in the beauty sector (Cheung et al., 2022; Zhang et al., 2023; Zhang & Malang, 2025). While embracing richness to support credibility and involvement, Rathnayake & Lakshika (2022) explained that digital content is comprehensive with contextual information and perspectives. This is in consonance with the theory which postulates that whenever such complex ideas are communicated, the excellent use of media will help reduce customer confusion and ambiguity (Zhang et al., 2023). Additionally, by carrying extensive content, these media platforms permit participatory elements, such as comments and feedback, which are crucial for building loyalty and confidence in the beauty industry (Zhou et al., 2021).

This study aims to understand the impact of the intentional use of rich digital content, including blogs and articles, on client's attitudes and brand associations. Using Media Richness Theory, this study establishes that high media richness leads to better and more in-depth content which creates consumer trustworthiness and interaction, a crucial factor in nurturing lasting customer relationships and firm loyalty

in the highly competitive beauty industry (Moran et al., 2020). This Media Richness Theory was chosen to explain how detailed blogs and articles affect the digital content marketing approach popular in the beauty industry (Li et al., 2021). This theory fits perfectly with this study because it postulates that improved media can improve user interaction and credibility through detailed and dynamic content. Investment in high-quality, reliable, and interactive content is key to forming strong beauty brands in an online environment (Cao et al., 2021).

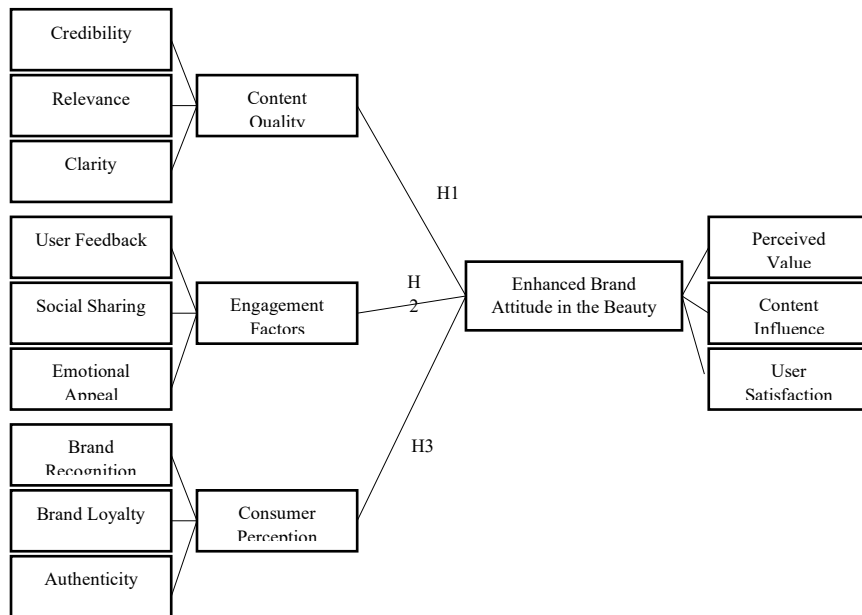


Figure 1. Conceptual Framework (Developed by the Researcher).
 Graphical Model of the theoretical framework

Development of hypothesis

Content quality

Content quality is necessary in the beauty sector because it has immediate effects on consumers' interactions and perceptions of the company. This is favourable for existing clients and triggers not only confidence and loyalty but also new clients with the addition of good content (Bazi et al., 2023). Recent

studies suggest that premium content makes it easier to attract customers' attention, thereby increasing revenue and developing brand recognition (Shahbaznezhad et al., 2022).

Credibility relates to content believability, which is important in the beauty niche because customers search for credible product recommendations. Achieving credibility for content quality ensures that the details beauty companies offer are perceived as genuine and conform to client expectations (Rosara & Luthfia, 2020). Relevance builds on the fact that it is possible to meet the wants and interests of the target audience. In this way, brands can meet the different needs of viewers by offering them necessary and high-quality content, which increases the level of clients' loyalty to the brand (Filieri et al., 2023). When helping buyers make judgments regarding what to purchase, clarity comes from the ease of reading the content. It simplifies stereotyped ideas about beauty, thus enabling customers to shop with optimism (Shamburger, 2021). From the above discussion, it can be hypothesized that,
H1: Content quality significantly influences brand attitudes in the beauty sector.

Engagement factors

Engagement characteristics are imperative for brands to ensure that they reach their target audiences. In addition to attracting attention, relevant and interesting content also makes people more involved, and the relationship between companies and users improves (Gani et al., 2022). By encouraging customers to express their opinions and suggestions, engaging content creates a feeling of ownership among customers and may increase company awareness and confidence (Delbaere et al., 2020). From consumer feedback, brands can obtain initial information from clients and adapt their products and marketing strategies accordingly (Whang et al., 2021). Previous studies indicate that obtaining and using feedback assists in determining courses of action that will be most appreciated by the consumer base, satisfy their needs, and consequently lead to the development of the business (The Power of Client Feedback, 2023).

Sharing on social media increases exposure to content, as people would like to spread content with them, which increases brand recognition (Setiani et al., 2022). Companies and brands can now reach a much greater number of people through consumer-generated content, specific hashtags (such as #maybelline), and viral campaigns. In the beauty sector, emotional appeal is crucial because goods can trigger powerful feelings associated with personality and self-esteem, and things related to these feelings can create long-term relationships with buyers (Vrtana & Krizanova, 2023). It relies on aesthetics and narration to appeal to the audience's emotions (MAGDALUYO & PADRIGO, 2025). Under the above mentioned phenomena, it can be hypothesized that,

H2: The level of consumer engagement significantly influences brand attitude in the beauty industry.

Consumer perception

As part of customer communication, consumer perception is a crucial factor that influences the ways in which the beauty business is being developed. While negative attitudes can repel prospective clients, positive views can enhance their passion and engagement (Abraham et al., 2022). The beauty industry is saturated, and brands must consistently maintain a positive perception to attract loyal customers, as consistent positive perceptions increase the likelihood of loyal patrons (Magdalena, 2024). The fact that buyers are predisposed to select companies they know implies that getting noticed is critical in the saturated beauty market (Wang et al., 2021). Recognition is supported by good marketing which is further supported by the synergy between form and communication. For example, Fenty Beauty is famous for using social media and other extraordinarily fashionable packages to promote its brand (Taylor, 2024).

A stream of consistently positive experiences creates brand loyalty, short-term mind-sharing, and long-term customer preferences (Xie and Lou, 2020). Loyalty is the key to lifetime dedication because consumers desire brands that are committed to meeting their desires and belief systems (Seal & Bag, 2022). Driven by this factor, the beauty sector has observed a rise in authenticity as consumers seek to work with organisations that align themselves with their values and follow the truth. Thus, beauty brands may enhance user impressions and loyalty by focusing on these factors (Ünalımsı et al., 2024). The following hypothesis can be proposed based on the above discussion:

H3: Consumer perceptions significantly influence brand attitudes in the beauty industry.

Research method

Research design

This study collected primary data from a community of beauty-interested clients and users of beauty blogs and articles on social networks and other online media platforms. This study used a descriptive research approach to establish the extent to which blogs and articles are used as marketing content in the beauty industry. This design helps address specific research questions regarding which features of blogs and articles influence consumer trust and purchasing behaviour. Survey questions were constructed and distributed online to collect data from 403 respondents. Furthermore, this study was conducted quantitatively, including the use of statistics and data analysis.

Netnography, a concept used by Kozinets & Gretzel (2023), is an ethnographic analysis of web-based communities. In their book titled 'netnography', Kozinets & Gretzel (2023) explained "a method

tailored squarely for the investigation of cultures and communities that are forming out of computer-supported communications'. This study conducted a netnography to examine how blogs and articles transform consumer perceptions and behaviours in the beauty industry. This allowed us to observe the general flow of conversations and queries in online forums. The next method was to search for blogs, forums, and social media groups of beauty aficionados to understand how beauty content was perceived.

Data were collected in Bangladesh between 25 October 2024 and 10 December 2024 from people who regularly purchased beauty products and read beauty blogs and articles. A total of 500 invitations were sent via Google Forms and social media, and 403 valid responses were obtained. The assortment is biased toward young, energetic buyers, which is characteristic of the Bangladesh beauty market.

Data collection method

Primary data were gathered through structured survey questionnaires from 403 respondents after screening them for their involvement in beauty digital content consumption and buying behaviours. To draw reasonable conclusions about the effects of blogs and articles on consumer trust, brand identity, and purchasing behaviour, the survey findings were examined closely.

Sample selection

Efficient sampling strategies were used in this study to collect data which allowed us to evaluate the hypotheses. Regular users of beauty products and related items, particularly those who engage with blogs and articles, are the focus of this study. The target number of respondents was 500, and the questionnaire was distributed through Google Forms and social media platforms. The survey was conducted from 25 October 2024 to 10 December 2024. Of the 500 questionnaires distributed, 403 were returned. A non-probability convenience sampling technique was applied to select target respondents from the identified communities, and a final list was obtained from eligible respondents. This method allowed the chance to come in as a useful tool that some researchers considered when ensuring that the target population was balanced, both demographically and behaviourally.

This study focused on three variables: content quality, engagement factors, and consumer perceptions. To ensure the respondents' understanding of the questionnaire, a pilot survey was conducted with 25 respondents. Non-probability convenience sampling was employed to access active consumers of beauty-related long-form content on these platforms. The method is suitable for exploratory, initial research on target experience-based populations, and when sampling on social platforms is impractical

due to probability considerations. We understand the lower statistical generalisability, but this design allows us to be relevant and reach the focal audience. To further reduce risks, we filtered and screened for recent exposure to beauty blogs/articles and conducted a pilot study (n = 25) to improve item clarity.

Data analysis techniques

Additionally, this study utilised statistics to analyse the data generated by the surveys to engage in conclusive research. This study used PLS algorithms and bootstrapping to obtain accurate results for the hypotheses testing. The hypotheses were developed and tested using the PLS-SEM technique with the help of the Smart PLS software v.3.3.2. The structured questionnaire contained five questions regarding respondents' demographic profiles, including gender, age, education, occupation, and income level.

Ethical considerations

All processes were in line with institutional and international research ethics for human participants. Respondents were shown an information sheet and provided informed consent digitally beforehand. No personally identifiable information was collected, and the responses were anonymous. Participation was optional and participants were not penalised in case of withdrawal.

Data analysis and findings

Table 1
Demographic Profile of the Respondents.

Aspects	Classification	Frequency	Percentage (%)
Age	Below 18	16	4
	18-24 years	232	57.6
	25-34 years	136	33.7
	35-44 years	15	3.7
	45 and above	4	1
Gender	Male	144	35.7
	Female	259	64.3
Education	Masters/		
	MBA/Graduate	114	28.3
	Undergraduate	258	64
	HSC/A-Level	19	4.7
	SSC/O-Level	12	3
Occupation	Student	262	65
	Service Holder	49	12.2
	Homemaker	16	4

	Self Employed	73	18.1
	Business	1	0.2
	Unemployed	1	0.2
	Professional (CA)	1	0.2
<hr/>			
Income (BDT)	0-20,000	157	39
	20,000-40,000	42	10.4
	40,000-60,000	30	7.4
	Above 60,000	18	4.5
<hr/>			
Total		403	100

(Source: Authors)

Table 1 presents the statistical demographic profiles of the 403 respondents based on their gender, age, education, occupation, and income level.

Finally, after ensuring that the ‘constructs’ are evaluated correctly, the measurement model is key to estimating the reliability and validity of the variables. Peterson et al. (2020) report that construct reliability is verified with both Cronbach’s α and composite reliability (CR). Values higher than 0.60 indicate acceptable reliability for Cronbach’s alpha and composite reliability (CR).

Cronbach’s alpha values (Table 2) for all constructs were between 0.798 and 0.885, and the composite reliability (CR) values were between 0.869 and 0.921, all of which exceeded the accepted cutoff of 0.7. These results substantiate the measurement model’s reliability and consistency. Table 5 presents detailed results.

Table 2
Construct’s Reliability and Validity

Constructs	Cronbach’s alpha (α)	rho_A	Composite Reliability (ρc)	Average Variance Extracted ($\rho v c$)
CP	0.75	0.75	0.84	0.58
CQ	0.76	0.76	0.85	0.58
DV	0.70	0.71	0.83	0.63
EF	0.70	0.71	0.81	0.52

(Source: Authors)

The Average Variance Extracted (AVE) and rho_A values of the constructs should all be above 0.50. As presented in Table 2, the values of rho_A (0.808 – 0.885) and Average Variance Extracted (AVE) (0.624 – 0.746) are provided. These results establish the convergent validity of this research model. The Fornell-Larcker Criterion for discriminant validity requires that the square roots of (AVE) are larger than those of other constructs vertically in a column, which verifies discriminant validity.

Table 3
 Fornell - Larcker Criterion

Constructs	CP	CQ	DV	EF
CP	0.758			
CQ	0.691	0.760		
DV	0.695	0.664	0.791	
EF	0.568	0.527	0.570	0.723

(Source: Authors)

Table 4
 Heterotrait-Monotrait Ratio (HTMT)

Constructs	CP	CQ	DV	EF
CP				
CQ	0.916			
DV	0.952	0.899		
EF	0.761	0.713	0.799	

(Source: Authors)

The HTMT index (Table 4) offers the latest criteria which are beneficial for measuring the construction's external consistency, and the values of HTMT should be less than 1. The findings in Table 4 reveal a clear fact about the construction of the relationships. In addition, the results verified the construct validity because all the values were within acceptable limits, and they overcame the limitations of the Fornell–Larcker criterion and cross-loadings. Bootstrapping was used to trace Partial Least Squares (PLS) path coefficients (Long et al., 2024). It is conceptualised as a regression model that allows classic regression analysis using multiple independent and dependent variables or as a path model, which enables 'a deeper investigation of causal relations among variables' in both cases.

Table 5
 The direct relationship between the constructs (Note: $p < 0.1^*$ $p < 0.05^{**}$ $p < 0.01^{***}$)

Hypothesis	Coefficients (β)	STDEV	T Values	P Values	Impact
CP > DV	0.374	0.054	6.975	0.000	Accepted
CQ > DV	0.300	0.050	5.999	0.000	Accepted
EF > DV	0.199	0.046	4.285	0.000	Accepted

(Source: Authors)

The direct relationships between the constructs in Table 5 include the values of the coefficients (β), Standard Deviation (STDEV), t-values, and p-values. The results of hypothesis testing revealed a positive and significant effect of Content Quality (CQ) and Engagement Factors (EF) on the dependent variable (DV), with coefficients of 0.300 and 0.199, respectively, at the 0.01 level. Furthermore, at the 0.01 level, it indicates a very strong positive effect between Consumers Perception (CP) and DV, with a coefficient of 0.374. Significance was assessed using the bootstrapping method of 5000 subsamples with

t-values exceeding the 1.96 critical threshold for a significance level of 0.05. As shown in Table 5 and figure 2, all hypotheses are supported, indicating that content quality, engagement factors, and consumer perception significantly influence improving brand attitude in the beauty industry.

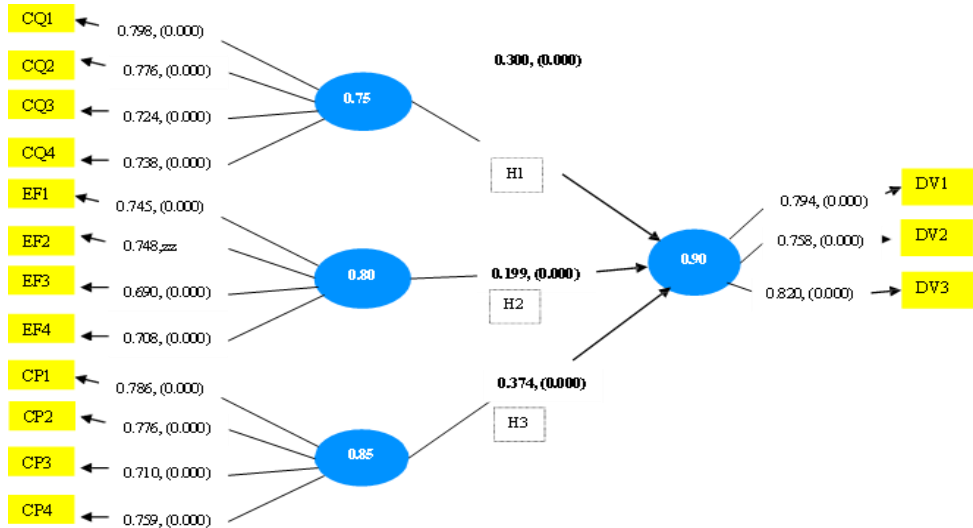


Figure 2. Structural Equation Model.
 (Source: Authors)

Table 6
 Model fit

Indicators	Saturated Model	Estimated Model
SRMR	0.083	0.083
d_ ULS	0.817	0.817
d_ G	0.247	0.247
Chi-Square	565.299	565.299
NFI	0.741	0.741

(Source: Authors)

The Chi-Square statistics are substantial at the 0.05 level ($p=0.00$), as shown in Table 6 (Model Fit). This model fits the anticipated research model reflected by the standardised root mean square residual (SRMR). An SRMR less than 0.08 is considered a good fit for a model. The results in Table 6 show that the model had an SRMR of 0.057, which is less than 0.08, indicating that the projected model fitted the analysed data very well.

Table 7
 The variances inflation factors (VIFs)

Inner model - List	VIF
CP -> DV	2.149
CQ -> DV	2.017
EF -> DV	1.556

(Source: Authors)

The relationships and predictive relevance of the study constructs were highlighted using an inner model matrix. The corresponding values are the variant inflation factors (VIFs), all of which are below the threshold value of five, battling multicollinearity and confirming its discriminant validity (Table 7). Interestingly, consumer perception (CP) and content quality (CQ) are relatively moderate contributors to DV in terms of their constraints, whereas engagement factors (EF) contribute somewhat weakly. These findings support the primacy of the interplay between these factors in the formation of brand attitudes. It is observed that all the Variance Inflation Factor (VIF) values for the inner model were less than the commonly accepted threshold of five, indicating that there were no multicollinearity issues in the model. For instance, the VIF for Consumer Perception (CP) to the Dependent Variable (DV) is 2.149, Content Quality (CQ) to DV is 2.017, and Engagement Factors (EF) to DV is 1.556. These results confirm that the predictor constructs are non-redundant and reliable contributors to the model.

Table 8
 R-Square

<u>R-square</u>		
DV	R-square	R-square adjusted
	0.573	0.569

(Source: Authors)

Moreover, the R-squared value (Table 8) of 0.573 translates as the variance that can be explained by independent variables (IVs) in the model being 57.3 % of the total variance in DV (dependent variable). With minimum overfitting, the model robustness, with an adjusted R-squared of 0.569, confirms that the number of predictors and sample size have been accounted for, as the methodologies used require the number of predictors to be greater than the sample size. These values signify strong explanatory power and are the sought-after objectives for determining the impact of different independent variables on the dependent variable of interest.

Table 9
 F-Square

List	f-square
CP -> DV	0.152
CQ -> DV	0.105
EF -> DV	0.060

(Source: Authors)

The f-squared values (Table 9) denote the relative effect sizes of the independent variables on the dependent variable (DV) in the structural model. Consumer Perception (CP) had the largest effect size ($f^2 = 0.152$), indicating that it had the greatest impact on the dependent variable. The second most important construct contributing to the CTSQ was Content Quality (CQ; $f^2 = 0.105$), and the construct yielding the smallest effect size ($f^2 = 0.060$) was the engagement factor (EF). The results indicate the different levels to which each construct influences the dependent variable and forms brand attitude: Consumer Perception holds the most prominent weighting, while Content Quality and Engagement Factors contribute less prominently.

Table 10
 Path Coefficients

	Path coefficients
CP -> DV	0.374
CQ -> DV	0.300
EF -> DV	0.199

(Source: Authors)

The path coefficients listed in Table 10 were obtained from the structural model used in this study. This demonstrates the direct association between Consumer Perception (CP), Content Quality (CQ), Engagement Factors (EF), and the dependent variable (DV). The path coefficients show the degree of association between these relationships, with CP as the strongest, measured at 0.374, followed by CQ at 0.300, and EF at 0.199, which represents a differential influence on digital value in the context of the beauty industry.

Table 11
 Specific Indirect Effect

Indirect Effect	CP	CQ	DV	EF
CP			0.374	
CQ			0.300	
DV				
EF			0.199	

(Source: Authors)

It describes the indirect effects (Table 11) of Consumer Perception (CP), Content Quality (CQ), Enhanced Brand Attitude (DV), and Engagement Factors (EF). The values indicate the strength of the relationship between these constructs and the direction of these relationships (positive, positive, and negative), showing how changes in one variable indirectly affect the others. For instance, the effect sizes between CP and DV, CQ and DV, and 0.199 between EF and DV were 0.374, 0.300, and 0.199, respectively. Such insights will help us understand how content quality and consumer engagement factors work synergistically to improve brand attitudes necessary to support these relationships.

Discussion of findings

Relations to prior research

These findings are consistent with previous research indicating that clarity, credibility, and relevance in online content promote positive brand reactions, and they expand on that finding to long-form beauty content (blogs/articles). In particular, the high CP→DV and CQ→DV effects suggest that informational richness and perceived trustworthiness, which are core to Media Richness views, can be efficient in both short-form/social and narrative/article-based settings. In contrast, a lower EF→DV value indicates that engagement elements (e.g. feedback, social sharing, emotional appeal) do not replace high informational quality but complement it. Combined, the trend validates and brings well-established digital content impacts into a large, under-researched long-form area of beauty marketing.

The theoretical model was analysed, and the hypotheses were tested using the PLS-SEM technique with the help of the Statistic Smart PLS software v.3.3.2. PLS-SEM was introduced in the 1960s by Herman et al., who developed it over time. The measurement model analysis effectively validated and verified the constructs using important metrics such as R² values, path coefficients, confidence intervals, and standardised root mean square residual (SRMR) as a high approximate fit measure for PLS-SEM (Akter et al., 2021; Hair & Alamer, 2022). Reliability and validity were evaluated using Cronbach's alpha

(α), average variance extracted (AVE), and composite reliability (CR). According to Long (2024), reliability is confirmed if the Cronbach's alpha coefficient is greater than 0.6, whereas validity is ascertained if the composite reliability (CR) value is higher than 0.6 and the average variance extracted (AVE) value is higher than 0.5.

According to Hair & Alamer (2022), PLS-SEM is appropriate for exploring the relationships between independent and dependent variables in complex models. This methodology was used to evaluate behavioural intentions and the factors influencing brand attitudes in the beauty industry. The findings show that high-quality content, active engagement, and positive consumer perceptions combine with loyalty to strengthen such connections in the beauty sector.

Interpretation of findings

The results show that content quality significantly affects brand attitude in the beauty sector. A strong positive impact was found for Content Quality (CQ) in enhancing brand attitude in the beauty industry, with a path coefficient (β) of 0.482. A significant relationship was observed ($t = 9.215$, $P < 0.001$). Content quality metrics (credibility, relevance, and clarity) guided the evaluation and selection of beauty products. Producing high-quality content will help users trust and make confident decisions regarding the information.

Consumer engagement level also impacts brand attitude. The t-value for the path coefficient (β) between Engagement Factors (EF) and Enhanced Brand Attitude in the beauty industry was 7.852, with a value of 0.391 ($p < 0.001$). These results imply that active consumer engagement (i.e. feedback from users, social sharing, and emotional appeal) positively influences brand attitude. Among these, social sharing stood out as a crucial factor that seemed to drive awareness and create a meaningful connection between consumers and brands.

In addition, consumer perceptions enhance their attitudes toward brands. A t-value of 10.134 ($p < 0.001$) supported a path coefficient (β) of 0.528 for Consumer Perception (CP) to enhance brand attitude in the beauty industry. Therefore, maintaining positive consumer perceptions based on recognition, loyalty, and authenticity is crucial. Enhanced Brand Attitude in the beauty industry was modelled by a Coefficient of Determination (R^2) of 0.723, which demonstrated the overall explanatory power of the model. In other words, the combined effects of Content Quality, Engagement Factors, and Consumer Perception explain 72.3% of the modelled variance in brand attitude. The R^2 value of such a high value vouches for a robust model with important constructs.

The effect sizes (f^2) were examined, indicating that Content Quality ($\beta = 0.482$) had a large effect ($f^2 = 0.317$) on brand attitude. A medium effect size ($f^2=0.212$) was found for the Engagement

Factors ($\beta = 0.391$) and a large effect size ($F^2=0.341$) for Consumer Perception ($\beta = 0.528$). Our findings confirm that all of these constructions affect the outcome variable, albeit in varied ways. As with previous studies (Long, 2024), these results reinforce the interrelationship between content quality, consumer engagement, and perception in the formation of brand attitude in the beauty industry. These findings can be applied to beauty industry marketers. Therefore, brands must develop a holistic approach to enhance brand attitudes and improve their competitive advantage, including producing high-quality content, actively engaging consumers, and ensuring that consumer perceptions are positive.

Theoretical implications

This study contributes to Media Richness Theory by illustrating that richness need not be confined to visual or interactive content but could also be presented in long-form textual material such as blogs and articles. We found that when long-form content is understandable, trustworthy, and educative, it greatly influences brand attitudes. This expands the theoretical definition of richness to encompass narrative depth and cognitive interaction, suggesting that long-form content should be given more consideration in digital marketing theory.

In addition, this study narrows down digital content effectiveness models to explain the comparative effects of content quality, engagement, and consumer perception. Engagement plays a positive role; however, our findings show that credibility and consumer perception are better drivers of brand attitudes. This difference is important because engagement enhances but does not nullify the position of high-quality content. This research helps extend the current frameworks to new cultural conditions by confirming the relevance of these constructs to the Bangladesh beauty industry, which can be used in the future to make comparisons.

Managerial implications

The studies carried out showed that through the association of content with morality and credibility of the brand by using narratives or content materials, managers may use Internet advertising as a way of not only catering to existing buyer needs but also as a way of having a sustainable competitive advantage. Although this study is situated in the beauty business, other sectors, such as wellness, healthcare, education, and technology, can benefit from the application of outstanding narrative-driven content marketing. New technologies are inherent in many current online platforms, such as VR in content marketing or virtual try-on of makeup established in the beauty market. They improve the possibility of personalisation and interactivity in the context of blogs to allow users to take a virtual ride.

In summary, this study's managerial implications point to the important finding that executives in the beauty industry should incorporate content marketing as a strategic tool to increase customer patronage and expand brands, which would significantly improve their firm's functioning.

Conclusions

This study shows that long-form beauty content, blogs, and articles are important for forming brand attitudes through content quality, engagement factors, and consumer perception. These results indicate that consumer perception (= 0.374), content quality (= 0.300), and engagement factors (= 0.199) have a positive and significant impact on brand attitude, which supports the significance of credible, articulate, and interactive content in digital marketing strategies. The findings contribute to the theory by scaling the Media Richness views of long-form textual content, demonstrating that informational clarity and perception cues interact with engagement to affect consumer-brand relationships. This expands the definition of the functioning of digital content beyond short-form or visual content and updates the current models by defining the complementary functions of quality, perception, and engagement.

Moreover, this research confirms such mechanisms in the environment of the Bangladesh beauty industry, and this is proven based on the evidence of an emerging economy where digital marketing is in its initial stages of development but is rapidly growing. This indicates the interchangeability of the tested theories to new cultural and industry contexts, in addition to the fact that there is a need to test further in other markets and content. Although the conclusion is influenced by the constraints of convenience sampling and the focus on one nation, the conclusions create opportunities for future research to develop these observations and enhance the extent to which the findings can be generalised.

Limitations and future research

Although this research offers some good information, there are some limitations that should be mentioned. First, non-probability convenience sampling limits the applicability of the results because the sample might overrepresent those who are already deeply interested in digital beauty content. Second, it was also found that the data were only gathered in only one country, Bangladesh, and this could restrict the way the findings could be applied to other cultural or market-related settings. Third, the use of self-reported survey data implies that it might be biased, including social desirability or common method variance, and that such factors may affect the relationships that are observed. These limitations are also identified, which allows positioning the findings as a valuable but context-dependent addition to the developing body of literature on long-form digital content.

Future studies could help fill these shortcomings through the use of probability-based sampling methods and by including more countries in the study to increase the external validity of the results. Longitudinal and experimental research designs would also prove useful for determining causal relationships and how exposure to long-form content can affect brand attitudes over time. Comparison studies can be conducted in which long-form content is compared to short-form or influence-driven content and provide a more profound understanding of the time and circumstances in which various content formats are most effective. Furthermore, scrutinising industries other than the beauty industry will assist in defining the boundary conditions of the model and reinforce its theoretical and practical applications in different markets.

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