

The Impact of Content Marketing on Consumer Purchasing Behaviour and Improved Marketing Performance: A Case Study of Jumia Algeria Customers

Malika Abed Ghers,^{1*} Mansour Benamara²

¹-Doctor, Faculty of Economics , Commercial and Management Studies, Department of Management Sciences , University of May 8th , 1945-Guelma, (ALGERIA), Email: abedghers.malika@univ-guelma.dz

²-Professor, Faculty of Economics, Commercial and Management Studies, University of Badji Mokhtar -Annaba, (ALGERIA), Email: mansour.benamara@univ-annaba.dz

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Abstract:

This study aims to explore the impact of content marketing on improving the marketing performance of an organization through consumer purchasing behavior as an intermediary variable. It also attempts to examine content marketing as a new trend in the field of digital marketing within Jumia Algeria. The study relied on a questionnaire as the main tool for data collection, which contained 49 items and was distributed to a sample of 300 individuals. The study hypotheses were tested using path analysis and structural equation modeling to analyze mediation, with the help of the SPSSv26 and AMOSv25 statistical software packages. The study concluded several findings, the most important being the direct impact of the content marketing strategy on achieving marketing performance. It also found an indirect positive effect of the content marketing strategy on marketing performance through consumer purchasing behavior as a mediating variable. The study recommended that consumer purchasing behavior should be studied more closely, focusing on the customer by tracking the purchasing process and identifying factors influencing the purchase decision. Additionally, it emphasized the need for the organization to prioritize content marketing strategy, given that over 80% of Jumia Algeria's products are sold online. The results demonstrated a positive impact of content marketing elements on consumer purchasing behavior, which helps achieve good marketing performance, expand market share, generate high profits, and earn customer satisfaction and loyalty.

Keywords: Content marketing, marketing performance, consumer purchasing behavior, Jumia, competency approach

Introduction:

The new digital economy has changed the way communication occurs between the product and the consumer, shifting from one-way communication to two-way interaction. The digital economy has enabled consumers, producers, and suppliers to interact and communicate faster and more effectively due to the reliance on information and communication technologies, the internet, and informatization. As a result, marketing concepts, types, and forms have evolved for all organizations, moving from traditional marketing methods to digital marketing, electronic payment, and artificial intelligence. This has led to the emergence of a modern marketing strategy known as content marketing, which focuses on providing customers with content, creating and publishing content such as articles, videos, podcasts, stories, images, 4D images, eBooks, etc. This type of content engages customers rather than directly advertising products without their awareness or direct communication with them. It thus works to enhance relationships with current customers, attract new customers, increase brand awareness, and strengthen it. Content serves as the dialogue between the brand and both current and potential customers.

Studying consumer purchasing behavior is one of the most important areas of research for organizational management. The focus has shifted to understanding how consumers behave and how they make various purchasing decisions, along with investigating the factors influencing these decisions. According to the Content Marketing Institute (2016), 80% of organizations have a dedicated team for developing and building content marketing to improve the organization's image, promote its services, strengthen purchase decisions among potential customers, and increase sales. Moreover, more than

45% of organizations have seen an increase in sales through the use of content marketing strategies. Based on this, the study aimed to examine and apply this modern strategy—content marketing—on an important company, Jumia Algeria, and investigate the impact of this strategy on improving marketing performance through consumer purchasing behavior.

In light of this, the problem of this study is formulated in the following main question: What is the impact of applying content marketing on improving marketing performance through consumer purchasing behavior as an intermediary variable in Jumia Algeria?

Theoretical Background

In the field of marketing and research related to intangible assets, the "Resource-Based View Theory" (RBV) has become increasingly popular. This theory is used to identify the specific resources and capabilities necessary to enhance an organization's performance. The theory emphasizes that a firm's internal resources and rare, non-substitutable, and hard-to-imitate capabilities are the source of competitive advantage. The resource-based approach focuses on a strategic framework that assumes an organization's performance and success depend on its unique resources and capabilities, which is crucial because strategies that only focus on physical and financial resources are insufficient to gain competitive advantage.

In addition, the "Core Competence Based View" (CBV) has been more widely applied. It focuses on the idea that long-term success depends on understanding, building, and relying on the core competencies that distinguish an organization from its competitors. Competence is one of the reasons why organizations become more profitable than others, even when they compete in the same market, thereby enhancing their marketing and competitive performance. Resources alone are insufficient to explain performance differences; the organization must be in a position to use these resources effectively and strategically towards its goals and market. In other words, resources can only be of strategic importance if they are capable of generating value, which is only possible when entering the market, and this cannot happen without the presence of competencies.

Another important theory is the "Social Exchange Theory," which posits that social media users rely on the content provided by others. Therefore, understanding why individuals engage in social media activities is crucial. This theory is based on a cost-benefit framework, where different alternatives are compared to explain human communications, relationships, bonds, and community development through the exchange of communications (Homans, 1958). The theory assumes that people engage in activities they consider enjoyable and rewarding, while avoiding activities that may be costly for them. Thus, all social behaviors are determined by an individual's self-evaluation of the costs and benefits of participating in social exchange (Pan & Crotts, 2012).

Thus, this study uses all three theories: the Resource-Based View Theory to enhance the company's performance through improving its technological capabilities, the Core Competence Based View to show how it allows the company to use these resources effectively and purposefully towards the market, and Social Exchange Theory to determine how to socialize technology to enhance company performance.

Content marketing is one of the latest concepts, as old as any other marketing model, and it is still a subject of research in the academic field. Research related to content marketing remains fragmented, and not all organizations have maximized its potential (Pulizzi, 2012; Aspinall, 2013). Researchers call it the second generation of marketing communications, and there are criticisms that this content marketing strategy is not a new concept, and its dimensions are the same as those in other marketing strategies. It has long been used as a marketing tool for things like white papers, advertisements, and case studies (Basney, 2014).

The criticism is based on the fact that organizations always operate across multiple dimensions, involving different marketing strategies, but these are not referred to as content marketing (Du Plessis, 2011; Holliman & Rowley, 2015; Lieb, 2011). Many articles have focused on social media, digital marketing, and online marketing, but content marketing

has not been clearly addressed, and only a few authors have presented a comprehensive theoretical perspective of the concept.

Studies show that content marketing can be understood on a broader scale as it connects with other forms of marketing, such as online marketing, digital marketing, relationship marketing, and e-marketing. Organizations should use multiple platforms and channels to deliver content to customers, thereby improving both internal and external communication systems (Kose, Sert, 2017).

Blank (2014) and Halevi & O'Hanlon (2016) mention that customers are fully aware of how to use the internet and can control many marketing communications and relationships, particularly when it comes to searching and making purchase decisions (Nielsen and InPowered, 2014). Additionally, Kucuk (2012) and Singh (2016) state that customers can influence consumption in markets by searching for content, collecting it, sharing it, and exchanging it with other customers using information and communication technology. This allows organizations to collect data from a large number of customers, understand their needs, improve content, and optimize delivery methods (Guerini et al., 2010).

Some of the most popular content marketing techniques adopted by organizations include blogs, microsites, email newsletters, infographics, social media conversations, podcasts, printed magazines, videos and visual content, webinars, web content, e-books, white papers, and more (Vasques Milhinhos, 2015, p. 15).

Content marketing aims to engage customers, build strong relationships, and create value for customers so that they become aware of and familiar with the brand they are interacting with. Thus, by applying a differentiation strategy, an organization can create a sustainable competitive advantage (Pullizzi, 2011; E. Gagnon, 2014; G. Halevi and R O'Hanlon, 2016) through content creation, its type, distribution channels, and content marketing elements (Pažeraitė & Repovienė, 2018, p. 122).

The concept of content marketing focuses on the consumer as the starting point for any future activities of organizations. It also suggests that consumer satisfaction is the goal organizations aim to achieve by manufacturing and offering products and services that meet and align with the needs and desires of consumers. After satisfying the market and fulfilling consumer desires, organizations will not succeed. Therefore, we now observe that the marketing function has developed and quickly adapted with innovative marketing for products and services, and the goal has become to produce what can be sold, in order to achieve a good level of marketing performance (Kotler, Dubois, Lane, & Manceau, 2006, p. 06).

1. Content Marketing Concept :

The term "Content Marketing" was first officially used in 1996 by John.F. Oppedahl at the American Society of Newspaper Editors (Doyle, 1996; Stevens, 2014). In 2010, the Content Marketing Institute (CMI) was created by Joe Pulizzi, who was referred to as the "spiritual father of content marketing" by a senior executive from Kraft Foods (Dina Mohamed Khaled Khalil, 2015, p. 01).

Rowley (2008) defines content marketing as a managerial process where an organization analyzes and fulfills customer demand through the use of digital content and publishing it on electronic channels to achieve profits.

According to Pulizzi (2013), content marketing is an effective marketing strategy with several names, such as Custom Media, Branded Content, Inbound Marketing, and Branded Storytelling, through which organizations can improve communication, interaction, and relationships with targeted customers. Pulizzi (2013) further explains that content marketing is a marketing process involving a series of business activities to create and distribute valuable and persuasive content, aiming to attract, satisfy, and build customer loyalty (Claesson & Albin, 2017).

Fantin (2013) defines content marketing as a marketing method and technique for creating and distributing meaningful, valuable, and engaging content to acquire, engage, and target specific customers in order to gain their loyalty (Claesson & Albin, 2017).

Organizations benefit from applying content marketing strategies in several ways, such as increasing website traffic, improving search engine rankings, and enhancing brand recognition to differentiate themselves from competitors. The goal of content marketing is to attract and retain customers by creating relevant, valuable content and organizing it continuously to alter or reinforce consumer behavior.

Beets & Sangster (2018) define content marketing as a technique based on creating and distributing relevant, valuable content for the products being marketed and promoting it to attract, engage, and retain the target customer (Vasques Milhinhos, 2015, p. 13). Content marketing is not just about providing information on services and their prices but rather about creating a mental image for the customer, influencing them, and enticing them to make a purchase decision.

Etlinger & Lieb (2015) found that content marketing leads to brand awareness, customer engagement, and interaction with the content. The Content Marketing Institute defines it as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain customers for making purchase decisions" (Vasques Milhinhos, 2015, p. 14).

According to the Content Marketing Institute, "Content marketing is a marketing approach for creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience with the goal of driving profitable customer actions" (Templeman, 2015) (Vasques Milhinhos, 2015, p. 14).

Jarvinen & Taiminen (2015) define content marketing as the creation and delivery of content (text messages, pictures, videos, animations) aimed at customers in ways that add value and engage them in relationships with the organization (Claesson & Albin, 2017).

Du Plessis (2015) describes content marketing as a strategic storytelling technique for the brand, aiming to change the behavior of inactive consumers by engaging them with the brand through attractive digital conversations and views (Claesson & Albin, 2017).

The previous definitions indicate that content marketing has a broader scope. Therefore, an operational definition can be made: Content marketing is a marketing strategy aimed at attracting, engaging, and targeting customers by creating and publishing engaging and useful content that meets the needs and demands of potential customers. This content can take various forms, such as blogs, articles, videos, images, and infographics. Effective content marketing can provide an organization with a sustainable competitive advantage by penetrating new digital markets, standing firm against competition, and maintaining market share while achieving profits in line with established objectives.

The content marketing strategy includes several steps, such as:

- **Identifying the goal** of implementing the content strategy, which could be increasing sales, raising brand awareness, or solidifying the organization's image in the customer's mind.
- **Identifying target customers** and understanding their needs and desires.
- **Creating content** that meets those needs and demands.
- **Publishing content** on appropriate channels, social platforms, and various websites, ensuring the distribution strategy includes the right timing and the selection of appropriate distribution channels.
- **Analyzing the results** of the content marketing campaign to identify deviations and continuously improve and develop the strategy.
- The content created as part of content marketing can cover a wide range of topics, including informational, educational, entertainment, health-related, and news content.

Sandrine Hourneau emphasizes that content marketing is the art of communication without directly talking about the product or service offered by the organization, providing valuable information and advice to current and potential customers (Fantin, October 2013, p. 18). Hourneau adds that content marketing enables enhancing the brand image, gaining customer loyalty, and increasing sales. It may involve publishing marketing strategies and actions directly related to the profession, products, or brand news, serving as a powerful communication tool that creates strong connections due to its direct association with the reality of the organization (its technologies, skills, achievements, etc.).

1.1 Importance of Content Marketing:

The importance of content marketing can be summarized in the following points:

- **Content Marketing helps** by publishing textual, visual, and digital content across various media channels (Fantin, October 2013, p. 101):
 - Enhances the organization's reputation
 - Increases content visibility
 - Attracts potential customers
 - Acquires customers
 - Builds customer loyalty
- Content marketing is considered an **effective countermeasure** against crises (Fantin, October 2013, p. 101):
 - Cost-effective
 - Effective in reducing costs
 - Creative
 - Builds brand recognition
 - Serves current and future customers
- **Advantages of content marketing** (Fantin, October 2013, p. 101):
 - Enriches content and engages the audience
 - Expands content distribution
 - Targets more precisely (through profiling, social media choices B2B or B2C, and big data)
 - Shares content virally (content spreads organically)
 - Maintains a "conversation" with current and potential customers, as well as the audience
- **Five goals of content marketing** (Fantin, October 2013, p. 101):
 - Increase awareness
 - Attract potential customers
 - Acquire customers
 - Build loyalty and satisfaction

1.2 Dimensions of Content Marketing: According to Pažeraite, Repovienė (2016), Pulizzi & Handley (2016), and Beets & Sangster (2018), several dimensions and elements contribute to high-quality content marketing. The most important of these are identified by Repovienė (2017, p. 48) as: (Relevance, Informativeness, Reliability, Value, Uniqueness, Emotions, Intelligence)

1.1.1. Relevance

Due to the multitude of advertisements that consumers are exposed to across different platforms, consumers seek advertisements that help them choose the best alternatives that bring the most satisfaction. Therefore, content must be relevant to the target market, useful, persuasive, clear, concise, and rich in information that convinces the consumer to engage with the content. Relevance means the quality of information provided to customers in the virtual space, aligning with what is on the consumer's mind, offering a clear solution to a problem or need, which can ultimately influence the purchase decision (Lin et al., 2014). (Abouelnaga, January 2018, p. 11) It also means making the product accessible to the consumer.

1.1.2. Reliability

Reliability means that the information provided to the consumer is accurate, trustworthy, objective, and answers all questions. Content must be truthful to its purpose (Chasser & Wolfe, 2010). The reliability of content enhances the consumer's trust in the brand and influences their attitudes, desires, and purchase intentions, which helps them engage more effectively with the company's products (Abouelnaga, January 2018, p. 12).

1.1.3. Value

Value varies and can take different forms, such as functional value, which focuses on the product's features. Kotler (2012) defines value as "the set of benefits generated by the information provided by the product or brand" (Roman, 2015, p. 322). Emotional value refers to the feelings a consumer experiences when using a company's products. Therefore, the content offered to the customer must have value, aiming to educate them, fulfill their desires and needs, and improve their lives (Wong & Yazdanifard, 2015), (Abouelnaga, January 2018, p. 12). For the consumer, value does not only include the direct benefits of the product but also includes new ways (excitement, durability, craftsmanship in production and delivery, modernization) that create and generate new value and benefits for the consumer.

1.1.4. Attractiveness

Attractive content takes only ten seconds to capture the consumer's attention. Creative and innovative content demonstrates the organization's uniqueness and superiority over its competitors in the market (Gagnon, 2014). Attractiveness means that the content should be impactful, unique, and of high quality to reach the target consumer and stimulate demand for the product. To achieve good content attractiveness, a detailed study and analysis of the target consumers is necessary, focusing on subtle differences that represent the attraction methods (charitable actions, production of eco-friendly products, educating consumers before purchase, spreading knowledge in the content, brand credibility of its content, and how content is distributed: creative 4D videos, images, etc.) compared to competitors. This enables the organization to capture the consumer's attention and encourage them to buy without needing to say "buy" (Abouelnaga, January 2018, p. 13).

2. Consumer Buying Behavior

Understanding, analyzing, and tracking consumer behavior is crucial for organizations attempting to apply marketing strategies that influence consumer decision-making and attract customers effectively. Consumer buying behavior refers to the actions individuals take when making purchase decisions and shopping. This behavior is influenced by various factors, including needs, desires, motivations, perceptions, expectations, previous experiences, and social, economic, cultural, and religious factors (Mahmoud Jassim & Radina, 2008, p. 122). Several factors intervene in the consumer buying process, including cultural, social, personal, and psychological factors. It is also defined by Vahdati et al. (2015) and Teng et al. (2007) as the actions of individuals involving the purchase and use of goods and services, including the decisions that precede and determine these actions.

Consumer buying behavior can be divided into several stages: pre-purchase stage, selection stage, and post-purchase stage. The key stages are summarized as follows:

2.1. Stage 1: Pre-purchase Decision

In fact, what a consumer is looking for is not just the product or service specifically, but the tangible and intangible characteristics that allow them to relieve anxiety and achieve the desired balance when making a purchase. They will repeat the purchase decision if the product meets this satisfaction. Any failure to meet this expectation negatively impacts the organization's policy. According to Robert Lafage and Djari Stiter (1961):

- **Recognizing the Need:** The consumer feels the need to buy a particular product or service, which could be due to basic needs such as food, clothing, housing, or other needs like social belonging or self-needs. Therefore, organizations need to identify the circumstances that trigger this need, determine the factors that encourage the repetition of this need, and develop marketing strategies that spark the consumer's interest. The consumer may turn to the internet for more information about their needs and desires.
- **Information Seeking and Research:** The consumer starts researching products and services, looking for features, drawbacks, brands, prices, availability, and ease of use. If the consumer perceives that a new product offers greater benefits and satisfaction compared to existing products, they will decide to purchase it. The consumer may follow advertisements, visit online stores, or contact friends to gather information that helps them make a purchase decision.
- **Evaluating Alternatives:** The consumer evaluates the available alternatives and compares them based on quality, price, benefits, and brand compatibility. Once convinced, they will settle on a particular type, and this conviction depends on the accuracy of the basis for their choice.
- **Making the Decision:** The consumer makes the final decision to purchase the product or service based on previous evaluations and the available information.

2.2. Stage 2: Purchase Decision

This is the stage where the actual purchase occurs, and the consumer visits the purchase location to make the transaction. This stage includes: (Tao, Sun, Liu, & Tian, 2022, p. 02)

- **Purchase:** The consumer makes the purchase decision and buys the product or service from the seller or supplier. The rise of digital technology has created favorable conditions for consumers to engage in online shopping, significantly increasing online purchase activities.

2.3. Stage 3: Post-purchase Decision

This is the stage where the product or service has been used, and the consumer evaluates whether the purchase decision was correct. This stage reflects the consumer's impression and the benefits derived from using the product or service, affecting the organization's success or failure. It includes:

- **Satisfaction Evaluation:** The consumer evaluates satisfaction with the product or service after purchase and use. This can affect their future decisions regarding purchases. A state of dissatisfaction indicates that actual performance is lower than expected or desired, highlighting issues that need correction. However, if the consumer is satisfied, this increases the likelihood of repeat purchases, thus raising demand for the product, improving performance, and generating new uses for it.

3. The Concept of Marketing Performance

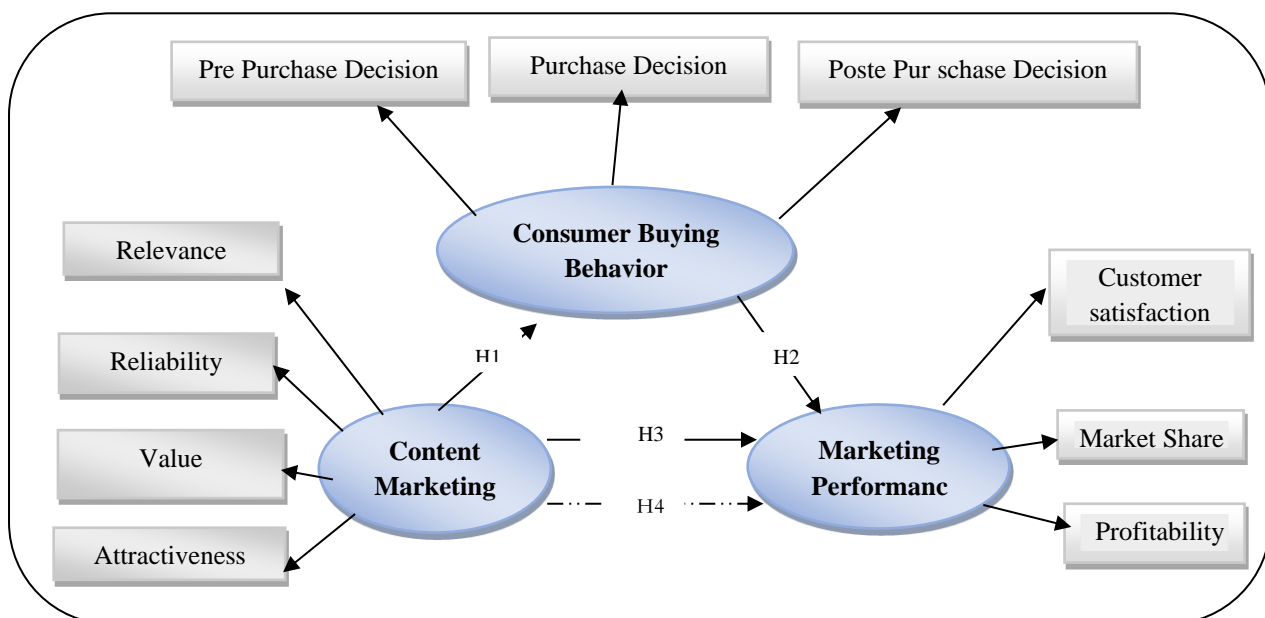
Marketing performance is considered the foundation that provides an organization with the capabilities to build its marketing strategies and create marketing plans that allow it to achieve its objectives, especially in the context of a highly competitive environment, ensuring its survival, continuity, and growth. Interestingly, it is surprising that various literature and studies have failed to provide a clear and explicit definition of the term "marketing performance," despite the extensive and well-known research on marketing performance (AMA 1959; Feder 1965). Some definitions include the following: (Kotler & Armstrong, 1999) defines it as comparing an organization's performance with that of its competitors to identify its strengths and enhance them, as well as recognizing its weaknesses to minimize them, with the goal of achieving competitive advantages (Kotler & Armstrong, 1999, p. 45). (Moorhead & Griffin, 1995, p. 251) defines it as the process of creating new things to introduce to the markets, such as products, processes, or services. Marketing performance reflects the degree of success or failure of an organization, based on its ability to achieve its goals of survival and adaptation to environmental changes, especially since the contemporary organizational environment is rapidly changing in terms of requirements, resources, demand volume, product diversity, and market competition. This has forced organizations to focus on developing their technologies and capabilities. Marketing performance is also defined as the

results expected by the marketing department to measure the success of marketing activities in achieving the objectives set in the marketing plans. It is also seen as the effectiveness and efficiency of marketing. Marketing effectiveness is measured through market perceptions regarding how well the company achieves market share growth, sales growth, and market position. Marketing efficiency is measured by the ratio of marketing costs and sales revenue to total organizational revenue (Hender, Ken, & Intan, 2019, p. 929). Marketing performance is the alignment between the goals and objectives set by the marketing team and the actual outcomes. It is measured using a set of selected metrics and Key Performance Indicators (KPIs) such as: investment, cost per sale, cost per lead, conversion rate, and customer lifetime value. However, marketing performance differs from one organization to another since the dimensions of effectiveness and efficiency also differ from one organization to another. Each organization measures the effectiveness and efficiency of performance in a manner that is distinct from other organizations, depending on its marketing objectives and resources (Vorhies & Morgan, 2003). Organizations tend to make important decisions that reflect a trade-off between emphasizing effectiveness or efficiency in performance (Walker & Ruekert, 1987). Homburg defines marketing performance as: "The effectiveness and efficiency of an organization's marketing activities concerning market-related goals such as revenue, growth, and market share" (Homburg, Crozdanovic, & Klarmam, 2007, p. 21). Marketing performance indicators allow for the measurement of actual marketing outcomes. These indicators are determined during the strategic planning process. (Ambler & Rile) identified five indicators for evaluating marketing performance: customer satisfaction, brand awareness, customer satisfaction compared to competitors, profitability, and sales. In the study by (O'Sullivan & al), the focus was on: profitability, market share, and customer retention (O'Sullivan & Abela.V, 2007). Kotler added the sales indicator (Kotler, Marketing Management, 1994, p. 471).

Hypothetical Model of the Study

Before conducting the study, it is essential to define a framework to help demonstrate the nature of the relationship between the research variables. The authors propose the hypothetical model shown in Figure 1.

"Figure 1 - Study Model"



This study aims to test the mediating role of consumer buying behavior in the causal relationship between content marketing and marketing performance. The study adopts the mediator variable model, which consists of three variables: the independent variable, the mediator variable, and the dependent variable. The mediator variable is used to test the interactive relationship that answers the questions: When and for whom does the independent variable affect the

dependent variable? This effect can be strong or weak. The mediator variable adjusts the strength and direction of the causal relationship between the independent and dependent variables. Therefore, the study hypotheses are as follows:

H1: There is a positive direct effect of content marketing on consumer buying behavior in the organization under study.

H2: There is a positive direct effect of consumer buying behavior on enhancing marketing performance in the organization under study.

H3: There is a positive effect of the content marketing strategy on improved marketing performance in the organization under study.

H4: There is a positive indirect effect of content marketing on improved marketing performance through consumer buying behavior as a mediator variable in the organization under study.

To achieve the study's objectives, the main tool used was a questionnaire form, which was analyzed and tested using AMOS v25 software. The questionnaire consists of two main sections:

- Section 1: Related to the personal and job-related data of the respondents.
- Section 2: Includes three axes related to the study variables, divided as follows:

Table No. (1) Sections of the questionnaire with its axes and dimensions.

Sections	Axis	Minor Variables	Statements
Section One	-	General information	07
Section Two	The first axis Independent Variable Context Marketing	Relevance	07
		Reliability	06
		Value	06
		Attractiveness	06
	The second axis Mediating Variable Consumer Buying Behavior	Pre Purchase Decision	04
		Purchase Decision	02
		Poste Purschase Decision	02
	The third axis Dependent Variable Marketing Performance	Customer satisfaction	4
		Market Share	2
		Profitability	3

Source: Prepared by the Researchers

The total number of statements in the questionnaire is 49, which were formatted according to the five-point Likert scale, statistically adopted. The critical significance level was set at 0.05, at which the null hypotheses are either accepted or rejected.

4. Field Study Methodology

4.1. Study Sample and Procedures

The unit of analysis for this study is the individual (customer). The survey included customers of various job levels, ages, genders, and professions, in line with many studies. The study questions and hypotheses were selected based on the need for gathering opinions and perspectives from customers regarding content marketing applied by the organization, its efforts to approach customers, fulfill their desires and needs, and how it may influence their purchase decisions to achieve good marketing performance. This is because all customers are closest to the reality and direct contact.

A random stratified sample was chosen, based on chance, and no specific customers were targeted. A total of 423 questionnaires were distributed, of which 35 were invalid for analysis, and 88 were lost, while 300 valid questionnaires were retrieved, representing 70.92% of the distributed questionnaires.

4.2. Statistical Methods Used

The data obtained from the questionnaire were entered and analyzed using the SPSS program, in addition to using AMOS software, The following statistical tests were used:

- **Cronbach's Alpha:** To measure the reliability and consistency of the questionnaire items.
- **Structural Equation Modeling (SEM):** The SEM model was used to test the validity and fit of the theoretical model to the data from the sample. Confirmatory Factor Analysis (CFA) was used to check whether the data actually measure what they were intended to measure. If the data supported the theoretical model, more complex theoretical models could be hypothesized; if not, the original model is modified and tested, or new models are developed and tested.

4.2.1. Sample Size

A significant area of difference is the suitable sample size, especially considering the needs associated with using factor analysis. Tighaza pointed out that factor analysis now requires a large sample (100 observations or more), which is considered acceptable. Guilford (1954) emphasized that the total sample size should be 200 or more for factor analysis. Tighaza also indicated that the sample size should not be less than 200 individuals (Tighaza, 2012, p. 24). Some references recommend a ratio of 10 to 1 (10 individuals for each measured variable) or 15 individuals per variable. The adequacy of the study sample was also assessed using the **Kaiser-Meyer-Olkin (KMO) Test**.

4.2.2. Adequacy of Sample Size

To assess the adequacy of the sample size, Bartlett's KMO test was used. The KMO test (Kaiser-Meyer-Olkin) measures the degree of homogeneity of the values and the adequacy of the sample size for factor analysis. If the value of this test exceeds 0.5, it indicates sufficient homogeneity, meaning the values are suitable for factor analysis. Bartlett's Test (Bartlett's Test of Sphericity) is used to accept or reject the null hypothesis, which claims that the correlation matrix is an identity matrix (i.e., there are no relationships between variables, meaning all correlations are zero). If the correlation is zero between all pairs of variables in the matrix, it would be difficult or impossible to conduct factor analysis.

Kaiser recommends the following values for this indicator:

- When $KMO \geq 0.90$, the adequacy is excellent and the level of confidence is very good.
- When $0.9 > KMO \geq 0.8$, the adequacy is very good.
- When $0.8 > KMO \geq 0.7$, the adequacy is good.
- When $0.7 > KMO \geq 0.6$, the adequacy is acceptable.
- When $0.6 > KMO \geq 0.5$, the adequacy is weak.
- When $KMO < 0.5$, factor analysis is not acceptable.

The results are shown in the following table:

Table No. (2): KMO Test for Sample Adequacy

Axis of the Study	Sig	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
The first one	.0000	.898
The second one	.0000	.836

The third one	.0000	.840
All the list	.0000	.881

SPSS V26 Source: Prepared by the Researchers Based on Software Outputs

The KMO test is used to assess the adequacy of the overall sample. If its value is greater than or equal to 0.5, it indicates that the sample size is sufficient for factor analysis, otherwise, an increase in sample size is required. According to Table (3), the value of the KMO test is greater than the minimum acceptable value of 0.5, which means that the sample size is suitable for the current analysis and is considered meritorious with a value above 0.5.

Additionally, we tested the correlation matrix between the item scores using Bartlett's Test of Sphericity with the Chi-square value of 7611.646. This value is significant at all probability levels (at the 0.01 level or lower). This means that we should reject the null hypothesis and accept that the correlation coefficients do not represent the identity matrix, meaning that the correlations in the matrix are well correlated and share a common measure, i.e., the correlation matrix has the minimum correlations necessary for factor analysis. This is further explained in the following table:

Table -3-: KMO Index and Bartlett's Test

Teste	Value	
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</i>	0.881	
Bartlett test of sphericity	Approx. Chi-Square	7611.646
	Df	1176
	Sig	.000

Source : primary data output

4.2.3. Reliability of the Study Tool

The validity of the questionnaire means that it accurately represents the studied population, i.e., the responses obtained from the questionnaire's questions provide the information for which the questions were designed. On the other hand, the reliability of the questionnaire means that if the same questionnaire is distributed to another sample from the same population with the same sample size, the results will be close to the results obtained from the first sample. The results will be equal with a probability equal to the reliability coefficient. Based on the results of this test, the questionnaire is either adjusted or accepted. This test is used to assess whether the questionnaire questions are consistent with one another.

4.2.3.1. Cronbach's Alpha Test:

This test calculates the internal correlation between the answers to the questions. Table (5) shows the reliability coefficient (Cronbach's Alpha) for each dimension and the entire questionnaire.

Table 04: Cronbach's Alpha Coefficient for Measuring the Reliability of the Study Dimensions

Variables	The Dimension	Number of Statement	Cronbach's alpha
Context Marketing	Relevance	07	.735
	Reliability	06	.714
	Value	06	.754
	Attractiveness	06	.859
The first axis		25	.916
Consumer Buying Behavior	Consumer Buying Behavior	08	.808
The second axis		08	.808

Marketing Performance	Marketing Performance	09	.828
The Third Axis		09	.828
Total Measurement		42	.944

Source: Prepared by the researchers based on SPSS v26 outputs

The results from Table (4) show that the Cronbach's alpha value for the entire questionnaire is 0.944. This indicates that the questionnaire has a high degree of reliability, meaning that if the same questionnaire were distributed for the survey again, the responses would be consistent 94.4% of the time. This percentage is very acceptable for the study. Additionally, the Cronbach's alpha for the other dimensions and components is also acceptable, allowing the study to proceed.

4.2.4. Validity of the Study Tool

The validity of the tool refers to the process of ensuring that the tool (scale) used in the study accurately measures what it is intended to measure and that the items included in the questionnaire can effectively collect data. This is verified through two stages:

4.2.4.1. Face Validity: This refers to the validity of judgment. After constructing the questionnaire, it was presented to a group of specialists and professors with expertise in designing research questionnaires. They assessed the clarity of the items and their ability to achieve the study's objectives.

4.2.4.2. Internal Consistency Validity of the Questionnaire Items:

Internal consistency validity refers to how well each item or statement in the questionnaire aligns with the dimension it belongs to. This is assessed by calculating Pearson correlation coefficients (Pearson Correlation Test) for the items in the questionnaire to ensure the validity of the study tool for the sample size of "340". If the correlation coefficient is statistically significant and large, it can be concluded that the questionnaire has high construct validity and reliability.

Table 5: Pearson Correlation Coefficients for Each Item of the Dimension with the Overall Dimension Score

<i>Statement</i>	<i>Axis Correlation</i>	<i>Statement</i>	<i>Axis Correlation</i>	<i>Statement</i>	<i>Axis Correlation</i>
The first axis Context Marketing		The second axis Consumer Buying Behavior		The third axis Marketing Performance	
01	.186*	01	.381**	01	.566**
02	.255**	02	.521**	02	.621**
03	.256**	03	.454**	03	.767**
04	.275**	04	.419**	04	.742**
05	.197*	05	.336**	05	.606**
06	.196**	06	.499**	06	.630**
07	.239**	07	.397**	07	.685**
08	.285**	08	.454**	08	.648**
09	.207**			09	.635**
10	.176**				
11	.216**				
12	.242**				
13	.175**				
14	.211**				
15	.128**				
16	.289**				
17	.263**				
18	.248**				
19	.119**				
20	.399**				

21	.244**		
22	.212**		
23	.348**		
24	.304**		
25	.293**		

The correlation is significant at the 0.01 (Two-tailed)

The correlation is significant at the 0.05 level (Two-tailed)

Source: Prepared by the researchers based on SPSS v26 outputs

From the results in Table (5), we can observe that the correlation for each of the items with the dimension is significant, which indicates internal consistency between the statements in each dimension. It is important to note that, in the case of internal consistency, the strength of the correlation (weak or strong) is not of concern because we are not looking for causality; the crucial factor here is the significance of the correlations. It should be noted that some consider internal consistency as a measure of validity, while others see it as a measure of reliability. However, the most important measure of validity is **construct validity**, which will be calculated using the **AMOS** software.

4.2.4.3. Construct Validity:

Construct validity refers to the analysis of the measured attribute into its knowledge elements and how well it measures what it is intended to measure. **Confirmatory Factor Analysis (CFA)** is used to assess the construct validity of the research scales. This model is statistically tested, and the construct validity evidence in CFA includes two types: convergent validity and discriminant validity. This means testing confirmatory factor models, which primarily analyze a specific variable into dimensions and factors that are assumed to form its structure or composition (Tighaza, 2012, p. 152).

Goodness of Fit Indicators:

The goodness of fit indicators in confirmatory factor analysis are essential for evaluating the construct validity of measurement tools. They are used to accept or reject the specified model. The following table illustrates the goodness of fit indicators used to compare the results. The table is prepared according to various research articles (Bollen, 1989), (Hu & Bentler, 1999), (Schreiber, 2006), (Schermelel-Engel, K. Moosbrugger & Muller, 2003), (Barrett, 2007), (Schumacker & Lomax, 2016), (Tighaza, 2012), (Hair & al., 2019).

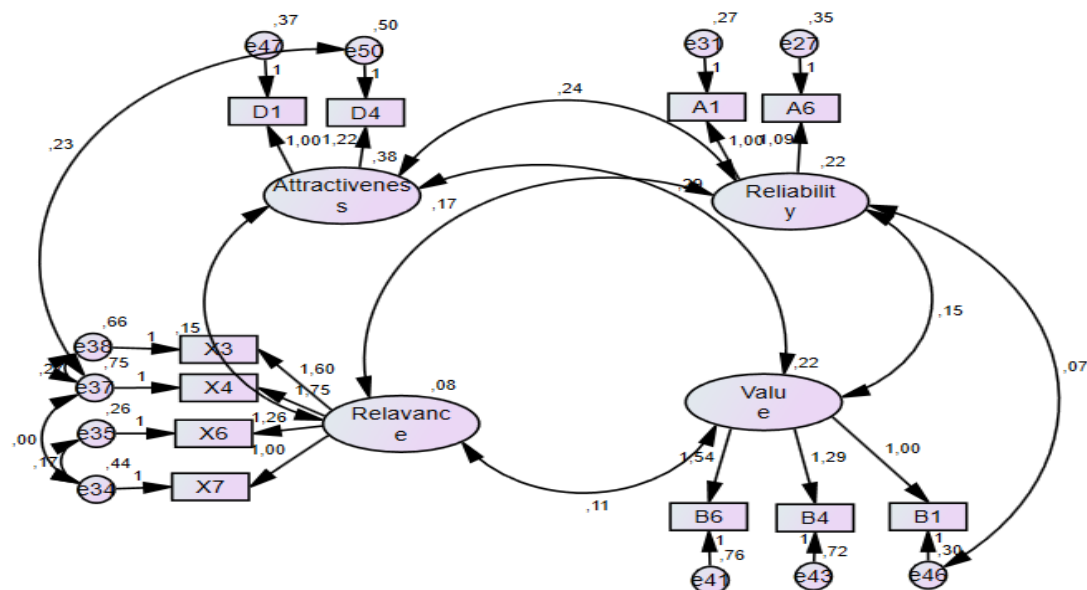
Table 6: Indicators of Goodness of Fit.

Index	The Ideal Range of the Indicator
Chi-square	Not statistically significant
Degrees of freedom (Chi-square/df)	Less than 5 indicates acceptance and good fit
Comparative fit index (CFI)	Greater than 0,95 indicates a better fit
Tucker-lewis index (TLI)	> 0.9
(REMSEA) Root mean square error of approximation	0.05 >Rmse> 0.08
Goodness of fit index (GFI)	> 0.90
Adjusted goodness of fit index (AGFI)	> 0.90
Normed fit index (NFI)	> 0.90
Incremental fit index (IFI)	> 0.95

Source : (Tighaza, 2012, Pages 229-241)

The results of the study for the confirmatory factor analysis and its goodness of fit are shown in the following figures:

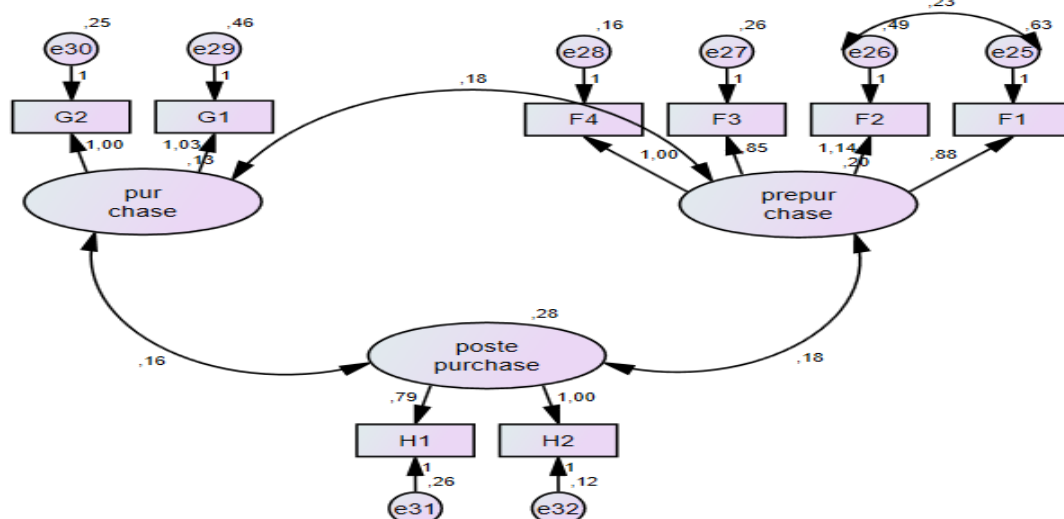
Figure 2: Confirmatory Factor Analysis for the Content Marketing Variable



(IFI)	(NFI)	(AGFI)	(GFI)	(REMSEA)	(TLI)	(CFI)	Chi-(square/df)	factor values
.960	.933	.909	.955	.069	.932	.959	2.408	
//	//	//	//	//	//	//	confirmity	decision

Source : AMOS v25 Software

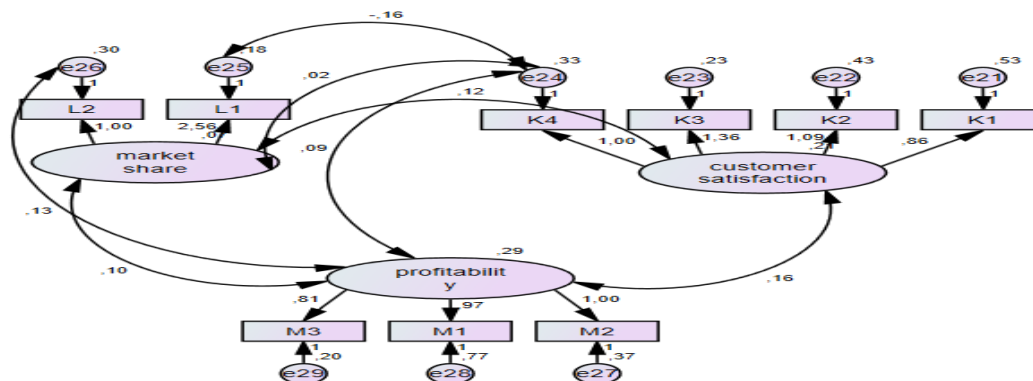
Figure 3: Confirmatory Factor Analysis for the Consumer Buying Behavior Variable



(IFI)	(NFI)	(AGFI)	(GFI)	(REMSEA)	(TLI)	(CFI)	Chi-(square/df)	factor values
.974	.951	.937	.972	.061	.953	.973	2.102	
//	//	//	//	//	//	//	confirmity	decision

Source : AMOS v25 Software

Figure 4 : Confirmatory Factor Analysis for the Marketing Performance Variable



(IFI)	(NFI)	(AGFI)	(GFI)	(RMSEA)	(TLI)	(CFI)	Chi-(square/df)	factor
.970	.948	.929	.968	.066	.945	.970	2.290	values
//	//	//	//	//	//	//	confirmity	decision

Source : AMOS v25 Software

The final point to note is that, although most indicators suggest a model fit for the study, the Chi-square value was statistically significant in the confirmatory factor analysis for both the consumer buying behavior and content marketing variables. This significance is influenced by the correlation coefficients and sample size. Therefore, this indicator can be disregarded, especially since other indicators show model fit. In the case of consumer buying behavior, the Chi-square value was not statistically significant (0.06), which is greater than the significance level (0.05), suggesting a good model fit. Hence, the results indicate that, after adjustments, the models align with the field data, meaning that it is the best model explaining the current study's data.

5. Testing Hypotheses and Analyzing Results:

The statistical analysis of the data relied on Path Analysis, a method of Structural Equation Modeling (SEM) used to study and analyze the relationships between one or more independent variables and dependent variables to identify the most significant indicators or factors affecting the dependent variables. SEM combines multiple regression analysis and factor analysis, and path analysis is considered an extension of multiple regression analysis. Path analysis is more effective because it accounts for interactions between variables, nonlinearity, measurement errors, and multicollinearity between independent variables. A unique feature of path analysis is that it does not involve latent variables (AL-Ariqi, 2015).

1.5. Testing and Analyzing the Results of Hypothesis One:

- **H0:** There is no positive direct effect of content marketing on consumer buying behavior at Jumia Algeria.
- **H1:** There is a positive direct effect of content marketing on consumer buying behavior at Jumia Algeria.

Table No. (07): Path Coefficients, Standard Error, and Significance Level for the Effect of Content Marketing Strategy on Consumer Buying Behavior

Axis	Path	Axis	Estimate	S.E.	C.R.	P value	Décisions
Consumer Buying Behavior	<--	Content marketing	.825	.115	7.201	***	Accept hypothesis H1
Relevance	<---	Content marketing	1				
Reliability	<---	Content marketing	1.758	.200	8.802	***	
Value	<---	Content marketing	1.228	.167	7.335	***	

Attractiveness	<---	Content marketing	1.786	.214	8.356	***	
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Source : AMOS v25 Software

From Table No. (07), it can be seen that the path from the content marketing variable to the consumer buying behavior variable is (0.825), which is statistically significant at a significance level of (0.000). The path analysis test results showed an effect between each dimension of content marketing on the consumer buying behavior at Jumia Algeria, with the significance level for all dimensions being less than the significance threshold (0.05).

This indicates that content marketing has a positive direct effect on consumer buying behavior, confirming that Jumia's content is no longer seen as mere entertainment, but rather as a tool that customers rely on to make informed purchasing decisions. The authenticity of the content presented by Jumia Algeria plays a crucial role in the relationship between the company and the customer, influencing their attitudes and interests, which enhances their trust in the company and loyalty to its products, especially in the presence of competing companies offering similar services.

Organizations today are using effective marketing strategies as a competitive tool, recognizing that the customer is central to staying in the market. This forces organizations to view content marketing as an approach to satisfy customers, rather than just a way to reduce costs and quickly enter markets. Consequently, organizations can capture a larger market share compared to competitors who are unable to offer good service levels, respond quickly to changes in product design, and meet customers' growing needs, thereby maintaining a larger market share and a positive image in customers' minds.

Jumia Algeria uses content marketing by incorporating the four elements of the marketing mix to establish positioning and create a unique mental image of its products and brand in consumers' minds. The company uses a set of important processes to present its content, which include:

- Presenting products and services attractively.
- Providing advice and information on product advantages while ensuring honesty and objectivity.
- Including opinions from prominent figures about the company's products.
- Using appropriate and attractive colors in presenting products and services.
- Presenting related and complementary processes to entice customers to buy a range of these interconnected products.
- Quick and flexible searching for the desired product by the consumer.
- Providing instant information on prices of a large number of products and services.
- Delivering products and services to customers' homes, in addition to other advanced distribution methods (e.g., download, using email, intermediaries, etc.).
- Offering innovative products and services at competitive prices and after-sales services.
- Managing digital customer relationships (E-CRM).

Therefore, we reject the null hypothesis and accept the alternative hypothesis, which states: "There is a direct positive effect of content marketing on consumer buying behavior at Jumia Algeria."

5.2. Testing and Analyzing Results of the Second Hypothesis:

- **H0:** There is no direct positive effect of consumer buying behavior on improving marketing performance at Jumia Algeria.
- **H1:** There is a direct positive effect of consumer buying behavior on improving marketing performance at Jumia Algeria.

Table No. (8): Path Coefficients, Standard Error, and Significance Level for the Effect of Consumer Buying Behavior on Marketing Performance.

Axis	Path	Axis	Estimate	S.E.	C.R.	P Value	Decisions
Marketing performance	<---	Consumer Buying Behavior	.510	.169	3.026	.002	Accept hypothesis H2
Poste purchase	<---	Consumer Buying Behavior	1				
purchase	<---	Consumer Buying Behavior	1.211	.118	10.268	***	
Pre purchase	<---	Consumer Buying Behavior	1.195	.116	10.309	***	

Source : AMOS v25 Software

From Table No. (8), it can be seen that the path from the consumer buying behavior variable to the marketing performance variable is (0.510), which is statistically significant at a significance level of (0.002). The results of the path analysis test showed an effect between each dimension of consumer buying behavior on marketing performance at Jumia Algeria, with the significance level for all dimensions being less than the significance threshold (0.05).

This indicates that consumer buying behavior has a positive direct effect on improving marketing performance at Jumia Algeria. The company's attention to customers, understanding their needs and expectations through the use of competitive intelligence systems and effective market positioning, has led to the improvement of its marketing performance. To enhance its marketing performance, Jumia has followed these strategies:

- Viewing marketing strategies from the consumer's perspective rather than the producer's perspective.
- Transitioning from a physical environment consisting of buildings and offices to a virtual environment with computers, software, websites, multimedia, virtual reality technologies, and web platforms.
- Using automated response systems.
- Email notifications.
- On-site search engines to help consumers find what they are looking for.
- Ensuring the security and confidentiality of information, respecting customer privacy.
- Making coordinated and integrated efforts to maintain fresh, up-to-date, and accurate website content that aligns with customer needs and desires.
- Providing customers with enough time to complete their purchases.

Therefore, we reject the null hypothesis and accept the alternative hypothesis, which states: "There is a direct positive effect of consumer buying behavior on improving marketing performance at Jumia Algeria."

5.3. Testing and Analyzing Results of the Third Hypothesis:

- **H0:** There is no direct positive effect of content marketing strategy on achieving marketing performance at Jumia Algeria.
- **H1:** There is a direct positive effect of content marketing strategy on achieving marketing performance at Jumia Algeria.

Table No. (9): Path Coefficients, Standard Error, and Significance Level for the Effect of Content Marketing on Marketing Performance.

Axis	Path	Axis	Estimate	S.E.	C.R.	P value	décisions
Marketing performance	<---	Content marketing	.669	.174	3.849	***	Accept hypothesis H3
Profitability	<---	Marketing Performance	1				
Market share	<---	Marketing Performance	1.021	.078	13.072	***	

Customer Satisfaction	<---	Marketing Performance	1.000	.077	12.947	***	
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Source : AMOS v25 Software

From Table No. (9), it can be seen that the path from the content marketing behavior variable to the marketing performance variable is (0.669), which is statistically significant at a significance level of (0.000). The results of the path analysis test showed an effect between each dimension of content marketing on marketing performance at Jumia Algeria, with the significance level for all dimensions being less than the significance threshold (0.05).

This indicates that the content marketing strategy has a positive direct effect on improving the marketing performance of Jumia Algeria, suggesting the success of Jumia's content marketing strategy in achieving good effectiveness and efficiency. This has allowed Jumia to create new markets and improve the company's image in the customer's mind.

According to the resource and capability theory, it is evident that Jumia has created value for the organization by contributing to the formulation and implementation of the appropriate strategy, which enables it to achieve a competitive advantage over its competitors. The company has primarily relied on continuous learning, which has enabled its employees to be creative and generate new ideas, thus forming a competitive advantage that led to value creation, competitive superiority, and enhanced marketing performance through unique resources and capabilities.

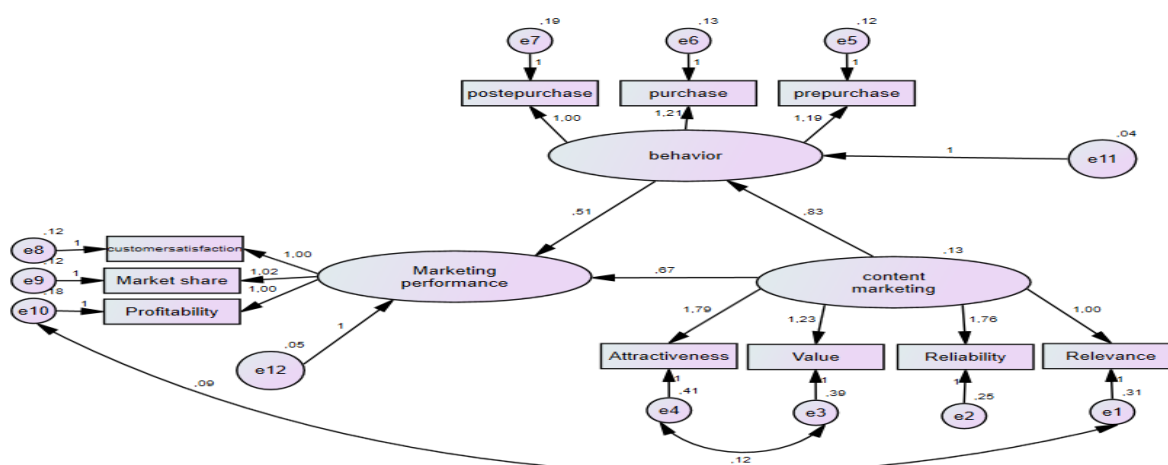
Therefore, we reject the null hypothesis and accept the alternative hypothesis, which states: "There is a direct positive effect of content marketing strategy on achieving marketing performance at Jumia Algeria."

5.4. Testing and Analyzing Results of the Fourth Hypothesis (H4):

- **H0:** There is no indirect positive effect of content marketing on achieving marketing performance through consumer buying behavior as a mediating variable at Jumia Algeria.
- **H1:** There is an indirect positive effect of content marketing on achieving marketing performance through consumer buying behavior as a mediating variable at Jumia Algeria.

To study the indirect effect of content marketing on achieving marketing performance, with consumer buying behavior as a mediating variable, the structural model was used with path analysis in AMOS v25, as shown in the diagram below. We observe that there is an indirect effect between the independent variable and the dependent variable.

Figure 5: Structural Model



(IFI)	(NFI)	(AGFI)	(GFI)	(RMSEA)	(TLI)	(CFI)	Chi-) (square/df	factor
.963	.942	.909	.950	.075	.944	.963	2.672	values
//	//	//	//	//	//	//	confirmity	decision

Source: AMOS v25 Software

It is clear that the model has achieved good values for fit indices. After testing the mediating variable, it is necessary to check the significance of the test. This is done using the **Sobel test**, which is one of the methods for testing mediating variables. The Sobel test involves multiplying the relationship value between the **independent variable** and the **mediating variable** by the relationship value between the **mediating variable** and the **dependent variable**. If this value is greater than (0.08) according to the Sobel Test, it is statistically significant, meaning that consumer buying behavior in the model is a mediating variable (Azouz, 2018, p. 317).

The Sobel test calculation is shown in the following table:

Table No. (10) SOBEL TEST

Input:		Test statistic:		Std. Error:		p-value:	
a	0.825	Sobel test:	2.78166068	0.15125856	0.00540816		
b	0.510	Aroian test:	2.75897948	0.15250204	0.00579822		
s _a	0.115	Goodman test:	2.80491062	0.15000478	0.00503305		
s _b	0.169	Reset all	Calculate				

Input:		Test statistic:		p-value:	
t _a	2.78166068	Sobel test:	1.95886288	0.05012885	
t _b	2.75897948	Aroian test:	1.89801222	0.05769447	
		Goodman test:	2.02596839	0.04276802	
		Reset all	Calculate		

Source: <http://quantpsy.org/sobel/sobel.htm>

From the results of the **Sobel Test** shown in Table (10), it appears that all tests for the mediating variable are significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis, which indicates the existence of a mediating role in the causal relationship between content marketing and marketing performance at Jumia Algeria. It is necessary to analyze whether the mediating variable improves the effect or the opposite.

After confirming the significance of the mediating variable, the results can be analyzed based on the table of regression weights, standard error, and significance level of the effect of content marketing on marketing performance, with consumer buying behavior as a mediating variable. The following is observed:

Table No. (11) Regression Weights, Standard Error, and Significance Level for the Direct Effect of Study Variables

Axis	Path	Axis	Estimate	S.E.	C.R.	P Value	Decisions
Consumer Buying Behavior	<--	Content marketing	.825	.115	7.201	***	Accept hypothesis H1
Marketing performance	<---	Consumer Buying Behavior	.510	.169	3.026	.002	Accept hypothesis H2
Marketing performance	<---	Content marketing	.669	.174	3.849	***	Accept hypothesis H3

Source : AMOS v25 Software

From Table (11), it is clear that consumer buying behavior mediates the relationship between content marketing and marketing performance. This means that content marketing strategy affects marketing performance through consumer buying behavior as a mediating variable. We observe that content marketing directly impacts marketing performance by 0.669 in the absence of the mediating variable. As for the effect of content marketing on enhancing marketing performance in the presence of consumer buying behavior as a mediating variable, it is estimated at 0.420, which is calculated by multiplying the effect of content marketing strategy on consumer buying behavior by the effect of consumer buying behavior on marketing performance as follows:

$$0.825 * 0.510 = 0.420$$

We observe that the mediating variable "consumer buying behavior" plays a mediating role—partial mediation—between content marketing and marketing performance at Jumia Algeria. This is because the effect has decreased from 0.669 to 0.420, but it hasn't disappeared, thus fulfilling the conditions for partial mediation. The results indicate that the mediating effect better explains the relationship and supports the impact of the dimensions of content marketing strategy.

This highlights the importance of the content marketing strategy at Jumia Algeria, where competition relies on the optimal utilization of this strategy, especially with the shift towards the digital economy. Jumia Algeria shares content via its official website and social media platforms, offering relevant, valuable content such as videos, product images, chats, written texts, designs, drawings, and stories. This content aims to target customers and reinforce its brand image in their minds. The implementation of content marketing strategy at Jumia Algeria represents a qualitative leap from traditional marketing to digital marketing. It has contributed to building a suitable social communication bridge for the brand, containing the key to decision-making for purchasing, engaging with customers, and developing continuous relationships with them.

This can be further confirmed by using the Bootstrapping method to determine whether the indirect effect is significant at (0.05) or not. This can be illustrated in the following table:

Table No. 12 Bootstrapping Test

	Estimate	lower	Upper	P-Value
the content marketing behavior variable to the marketing performance variable, with consumer buying behavior as a mediating variable	0.421	.135	.751	.033

Source: AMOS v25 software

From Table (12), it is clear that the path from the content marketing behavior variable to the marketing performance variable, with consumer buying behavior as a mediating variable, is 0.421, statistically significant at a significance level of 0.033, which is less than the significance level (0.05) used in the study. This indicates that the mediating variable "consumer buying behavior" plays a mediating role (partial mediation) between content marketing and marketing performance at Jumia Algeria. This confirms that Jumia Algeria studies consumer buying behavior, focuses on the customer by monitoring the purchasing process, researching factors affecting purchase decisions, and strives to conduct marketing research and care for its current and potential customers. Therefore, we reject the null hypothesis and accept the alternative hypothesis, which states that: "There is a positive indirect effect of content marketing on achieving marketing performance through consumer buying behavior as a mediating variable at Jumia Algeria."

Conclusion:

This study used various statistical tests through structural equation modeling, including confirmatory factor analysis and path analysis, which allowed testing the validity of the proposed hypotheses and handling the study hypotheses as a whole. Path analysis allows for handling multiple variables, a scientific feature offered by modeling. This was done by

investigating the perspectives of the studied sample, represented by a sample of customers from Jumia Algeria. The general conclusion of this study's key findings shows the significant role of consumer behavior in mediating the relationship between content marketing strategy and marketing performance, further emphasizing the importance of studying consumer buying behavior in organizations. Studying consumer buying behavior in organizations is a future competitive advantage, and relying on it as a competitive resource ensures the sustainability of the organization's competition in the digital economy and the fourth industrial revolution.

Based on the practical analyses of the study, the following results can be concluded:

- Content marketing impacts consumers through communication, interaction, involving consumers in decision-making, and developing relationships with them.
- Content marketing helps enhance the organization's image and reputation, customer loyalty, satisfaction, and increases sales.
- Content marketing is the art of communication without direct conversation by providing products or services along with additional valuable information and advice for current and potential customers.
- Content marketing is an effective strategy in the digital economy, a communication style that is impactful and innovative.
- Jumia Algeria, through its marketing performance, seeks to strengthen its market position, increase sales and profits, gain customer satisfaction by increasing its market share, and attempt to dominate the e-commerce market in Algeria while improving product quality to increase competitive capabilities.
- Through analyzing the first hypothesis results, it was confirmed that: There is a positive direct effect of content marketing strategy on consumer buying behavior at Jumia Algeria.
- Through analyzing the second hypothesis results, it was confirmed that: There is a positive direct effect of consumer buying behavior on improving marketing performance at Jumia Algeria.
- Through analyzing the third hypothesis results, it was confirmed that: There is a positive direct effect of content marketing strategy on achieving marketing performance at Jumia Algeria.
- Through analyzing the fourth hypothesis results, it was confirmed that: There is a positive indirect effect of content marketing on achieving marketing performance through consumer buying behavior as a mediating variable in the organization under study.

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